APRIL 7, 1958

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE:

COMPLETE INDEX PAGE 7

Oversight report raps FCC, urges stiffening regulations Page 27

Visual communicators find ad field short on creativity Page 36

What the tv networks have in mind for summer schedules Page 52

Quarterly Telestatus: rundown on nation's facilities Page 101

We are proud of these Awards
...for our Community Service

1958 Alfred I. duPont Foundation's

duPont Award

1958 National Conference of Christians and Jews

Brotherhood Award

One of America's Great Stations

NBC

Channel 3

KARD-TV
WICHITA • KANSAS

NBC

Edward Petry & Co., Inc.

†AGAIN!

More Tidewater*, Va., Viewers

are

Watching

WAVY-TV CHANNEL 10

from 3 to 10 p.m.

MONDAY THROUGH FRIDAY

than any other TV station

in the tidewater area.

(ARB-March 8-14, Metropolitan Area Report)

REPRESENTED BY H-R

WAVY-TV, SERVING*NORFOLK, PORTSMOUTH, NEWPORT NEWS, and 42 COUNTIES IN VIRGINIA and NO. CAROLINA

† See inside front cover BROADCASTING Magazine, December 23

Re: *The Big, Business-Bright*

DES MOINES, Iowa Market

FAR MORE PEOPLE DEPEND ON THESE 2 GREAT STATIONS

FOR

NEWS

KRNT
TELEVISION

KRNT
RADIO

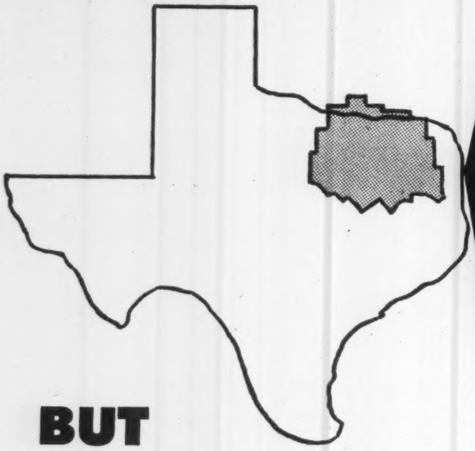
LOOK AT ANY AUDIENCE SURVEY FOR THE DES MOINES METRO AREA

NEWS IS WHERE BELIEVABILITY

STARTS... AND WE GO ON FROM THERE

KATZ
Represents These
FABULOUS
COWLES
OPERATIONS

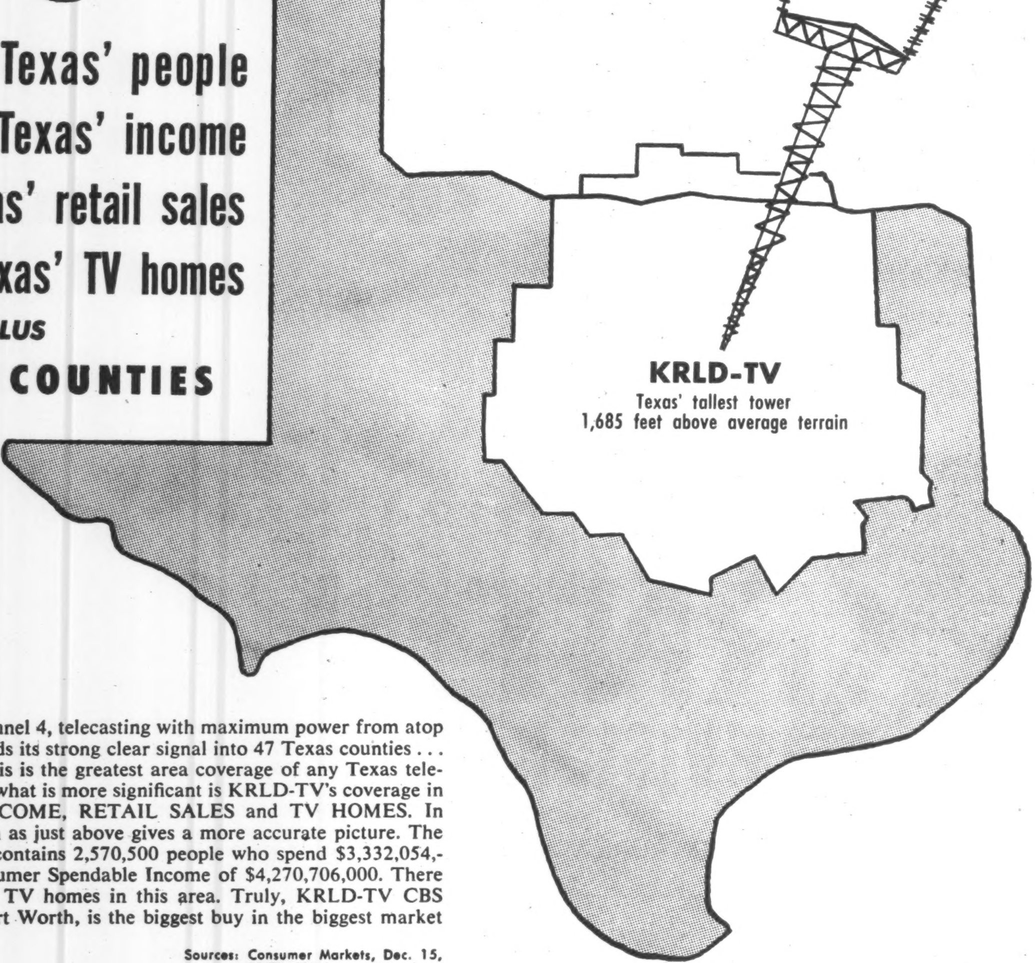
Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.



KRLD-TV
CHANNEL 4 DALLAS
covers one-seventh of Texas' area

BUT

28% of all Texas' people
30% of all Texas' income
31% of Texas' retail sales
⅓ of all Texas' TV homes
PLUS
5 OKLA. COUNTIES



KRLD-TV, Channel 4, telecasting with maximum power from atop Texas' tallest tower, sends its strong clear signal into 47 Texas counties . . . plus 5 in Oklahoma. This is the greatest area coverage of any Texas television station. BUT . . . what is more significant is KRLD-TV's coverage in terms of PEOPLE, INCOME, RETAIL SALES and TV HOMES. In those terms, a map such as just above gives a more accurate picture. The KRLD-TV Texas area contains 2,570,500 people who spend $3,332,054,000 annually of a Consumer Spendable Income of $4,270,706,000. There are more than 644,000 TV homes in this area. Truly, KRLD-TV CBS television for Dallas-Fort Worth, is the biggest buy in the biggest market in the biggest state.

Sources: Consumer Markets, Dec. 15, 1957. TV homes based on Texas TV Reports.

KRLD-TV is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only full-time 50,000 watt station in Dallas-Fort Worth. The Branham Company, national representatives.

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON, CHAIRMAN OF THE BOARD • CLYDE W. REMBERT, PRESIDENT

closed circuit®

NEXT MOVE • Investigation by Antitrust Div. of Dept. of Justice of network programming notably in relation to its ownership participation in independently developed shows has reached point where department attorneys want to meet with FCC to explore future steps. Proposal to this end is being considered by FCC, presumably in connection with current hearings on Barrow Network Study Report. Barrow Study Staff had been unable to complete programming-talent phase of its investigation and Assistant Attorney General Victor Hanson had announced last year that it was continuing its inquiry.

•

Also interwoven in network participation in program ownership is related aspect of clearances in option time. Another aspect under inquiry has been network stock ownership in BMI. Both matters were targets of House Celler Subcommittee inquiry two years ago.

•

NEW FIELD • Several broadcasters are exploring possibility of going into closed-circuit theatre tv, or version of it. Success of such closed circuit presentations as Robinson-Basilio fight in movie theatres has encouraged these broadcasters to look into possibility of obtaining equipment and franchises for special showings which broadcasters would manage in local auditoriums. Several broadcasters have asked TelePrompTer whether franchises would be available.

•

One item of business in current West Coast visit of Hubbell Robinson Jr., CBS-TV executive vice president for network programs, was negotiations with Bing Crosby in hope of getting his signature on tv dotted line. Except for occasional special shots, Old Groaner has resisted tv's advances up to now.

•

NO ROTATION • Major point of contention on final draft of House Oversight Subcommittee report (see page 27) concerned tenure of FCC chairman and how he would be named. Several members successfully objected to original draft calling for chairmanship to be rotated. They objected on grounds subcommittee did not have enough information to reach this conclusion. One member said both Democrats and Republicans objected to rotation idea; another member claimed it was strictly GOP protest. Chairman now is named by President.

•

Another House interim report will be forthcoming soon after congressional Easter recess—this one by special five-man subcommittee on inner operations of ASCAP. Following two weeks of hearings [GOVERNMENT, *March 24*], *full subcommittee met in executive session Wednesday with three members of Justice Dept., including Robert A. Bicks, assistant to antitrust chief Victor Hanson, W. D. Kilgore, chief of judgment and enforcement division, and trial attorney John Wilson. Report is expected to be critical of ASCAP operational policies and recommend further action by Justice.*

•

SHOO-IN • Reappointment of Robert T. Bartley to new seven-year term on FCC, dating from next July 1, is confidently expected within next few weeks. Mr. Bartley, 48, sailed through his appearance before House Legislative Oversight Committee on March 28 and was given virtually clean bill by Chairman Oren Harris (D-Ark. and other committee members. Nephew of House Speaker Sam Rayburn, Mr. Bartley began his service on FCC as Commissioner on March 6, 1952, although he previously had served at staff level.

•

FCC Chairman John C. Doerfer, it's reliably reported, already has urged White House to act expeditiously on Bartley reappointment. It's rare for White House, however, to announce nominations more than 60 days in advance of expiration. Sixty-day period will begin May 1.

•

DUTY CALLS • All members of FCC (except Comr. Lee who was in New York) lunched at NAB headquarters in Washington last Thursday for briefing on their panel participation at NAB Convention in Los Angeles, April 27-May 1. Panel, to be held on Wednesday morning, has been most popular NAB event. It was threatened by House Oversight Committee investigation because of "fraternizing" complaint but all FCC members have concluded that NAB convention, above all other events, is "must" for them. In addition to panel, Chairman John C. Doerfer will deliver annual address.

•

It's unlikely that FCC members will take their wives to West Coast this year. As things stand now they will get only their traveling expenses and $12 per diem from government and must pick up their own hotel bills, whereas NAB has paid them in past. Estimate is that each will be at least $150 "out-of-pocket" at this year's convention if he travels solo.

•

INNER COUNCIL • Giving added recognition to NBC's expanding radio network operations, President Robert W. Sarnoff has named Matthew J. Culligan, vice president in charge of radio network to his executive council, which meets at least once a week on policy matters. Also new to council is P. A. (Buddy) Sugg, who on April 1 assumed vice presidency in charge of owned and operated stations and Spot Sales. Others on council are executive vice presidents Robert E. Kintner, David C. Adams, J. M. Clifford and Kenneth W. Bilby.

•

With tv commercial production business going strong, MPO Productions Inc., New York, this week is expected to become first commercial production house to move into vacant Republic studios, Hollywood. Republic has suspended production of theatrical films and has been throwing open soundstages to such independent tv film producers as MCA's Revue Productions and Jack Webb's Mark VII Productions Ltd. MPO already has five full soundstages in New York. It will not begin film series work but will continue to turn out commercials and films for industry.

•

LOCAL OPTION • Practice of big-name national advertisers seeking local rates is becoming more widespread in broadcast media, extending beyond brewery and auto fields into food, drug and other product lines. Stations contend practice is "vicious circle" and one for self-defense on all industry levels; with result that some national clients are buying more time (spots) with same budget. Operators say station representatives are losing money and agencies complain they're caught in middle between competing clients. Only solution, they hold, is for all stations in single market to insist on national rates where justified.

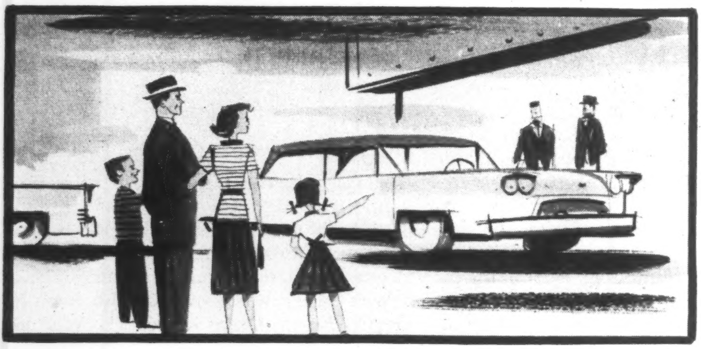
•

In furtherance of U. S.-Soviet cultural exchange agreement, delegation of Russian radio-tv experts is expected in United States later this month. Group will confer with individual networks on program exchanges, handling negotiations on regular business basis. Presidents of three networks having tv as well as radio met with Ambassador William S. B. Lacey on March 27 for indoctrination. [CLOSED CIRCUIT, *March 31*]. *Ziv Television, International, was first of U. S. entities to negotiate program sales with U. S. S. R.*

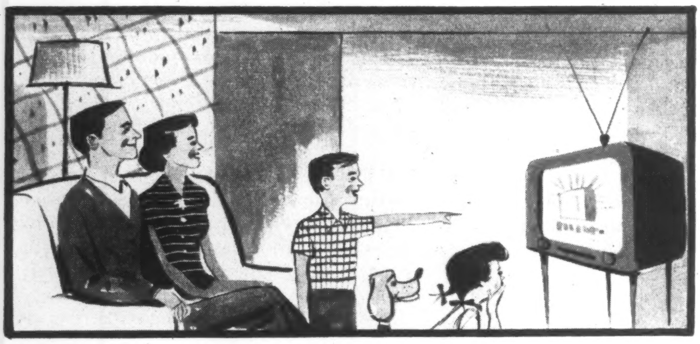
•

EXPORT FILMS • Rank Organization, London, which owns piece of Southern Television, Ltd., Southampton-Isle of Wight (one of links in Great Britain's commercial Independent Television Authority), understood to be considering opening its Pinewood studios to independent tv film producers. Rank recently effected tie-up with Tom O'Neil's RKO Teleradio for motion pictures but will not itself release theatrical films to tv at present [FILM, March 31]. But it's thinking of sending crews to Australia to produce low-budget tv "westerns" with hopes of cashing in on current U. S. shoot-em-up fad. Reason: Australian production facilities are large—and inexpensive.

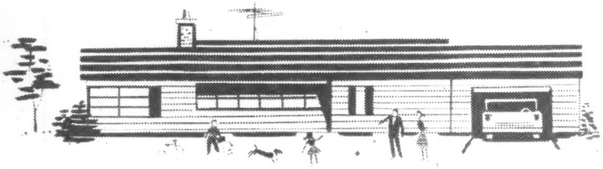
*They **buy** as a family . . .*



*because they were **sold** as a family . . .*



*by their **local** Meredith station!*



KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

THE WEEK IN BRIEF

FCC Rapped—House investigators' interim report criticizes many FCC actions and customs; tells commissioners to cease many practices and promises remedial legislation on other points. Current phase of hearings concluded with testimony from present and former commissioners. Page **27.**

Ethics for the FCC—Code of procedure considered by the Commission. Securities & Exchange Commission has drafted its own "list of integrities." Legislation introduced in Congress to govern contacts of litigants and commissioners. Page **28.**

Creativity—A hard word to define, but many attempt it during two-day third visual communications conference of Art Directors Club of New York. ADC also announces tops in tv art by citing seven outstanding entries in categories running from network on-air promotion to lengthy film commercials. Pages **36, 84.**

Pabst-Pepsi Talks—Soft drink firm and brewery may reopen discussions of merger or consolidation following proxy victory by group headed by Harris Perlstein, Pabst chairman. Page **38.**

Fund Eyes Madison Ave.—Fund for the Republic, knee deep in tv study, may look into tv's "standards for acceptable advertising," the BMI-ASCAP feud to add to toll tv, audience ratings and tv-government relationship among other subjects. Tentatively earmarked for inquiry: allocation of $240,000 in 1958. Page **42.**

Princess Takes a Flyer—Interim report on *Sid Caesar Invites You,* Helena Rubinstein Inc. and Ogilvy, Benson & Mather detail the ingredients of Princess Gourielli's not-so-secret formula that brought tv life back to Sid Caesar and Imogene Coca. Page **44.**

U. S. Steel—It takes on a shiny "new look" as the giant of Pittsburgh revamps its advertising approach, makes bid for consumer by creating new corporate image and plans to make first full use of spot tv. Page **48.**

The Long Hot Summer—Networks and advertisers will sweat it out with program schedules heavy on re-runs, light on experimental new material. They have benefit of new technique in distributing programs, though, getting magnetic tape recording equipment ready for annual tussle with daylight saving time confusion. Page **52.**

DeGray Heads ABC Radio—Eastman leaves presidency after contract is settled. Harrison, Moudy, Lichtenstein and Hamilton leave as new streamlined programming format goes into effect. "ABN" to be abandoned in favor of "ABC Radio" as network's identification. Page **56.**

Stanton Warns of "Tampering"—Wreck the networks and the in-depth news programming of Peabody quality will go by the board, CBS president tells 800 at awards luncheon in New York. CBS takes three honors, NBC is awarded four, and ABC a single kudo in annual George Foster Peabody event. Pages **57, 82.**

Other Inter-network Switches—Aubrey leaves ABC-TV for CBS. ABC promotes Moore, Mullin. Page **57.**

Three More Weeks—NAB conventions—Management and Engineering—start April 27 in Los Angeles. Programming nearly complete as first unit of association's Washington headquarters staff prepares to leave for Biltmore and Statler convention site. Page **58.**

Libel Victory—Major court recognition of broadcasters' liability for candidates' comments comes from North Dakota Supreme Court decision. Court upholds lower tribunal's ruling that broadcasters should not be liable for remarks by candidates when they have no right to control their statements. Page **64.**

FCC Gets Off Community Antenna Hook—Commission dismisses complaint by 13 western radio and tv stations asking agency to assume jurisdiction over community antenna tv systems as common carriers. FCC's reasoning: Customer decides what signals are transmitted on common carrier; he doesn't on CATV. Page **66.**

Radio vs. Death—Congress told by broadcasters how radio can cut death toll on highways. MBS, NAB and WIP Philadelphia show how 36 million car radios can promote safety. Page **68.**

More on Hollywood Musicians—New MGA asks NLRB certification at eight movie studios; charges AFM Local 47 executives with unfair pressures on musicians. Page **85.**

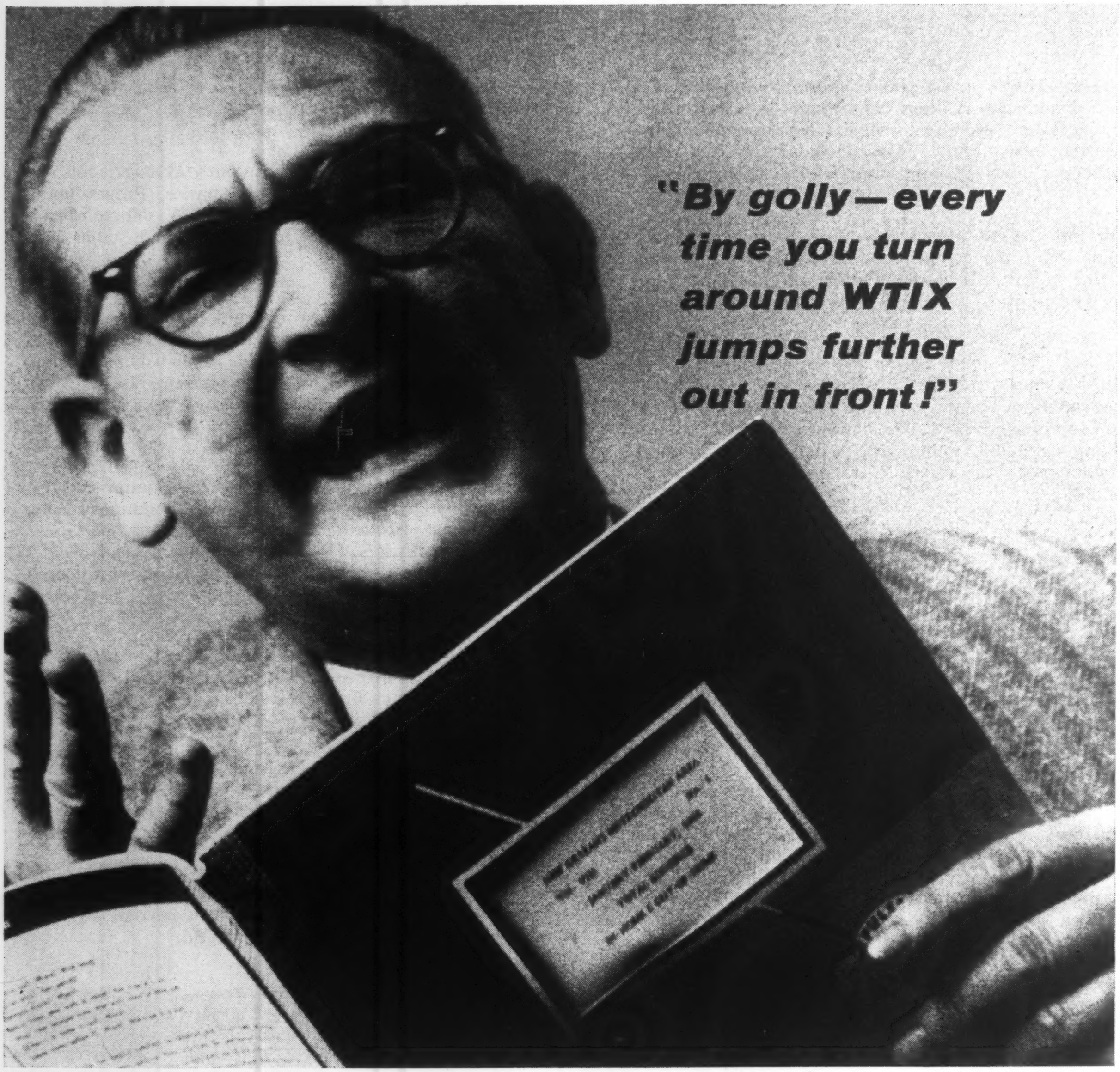
IBEW, CBS Negotiating—Union and network continue discussions in effort to reach agreement on new contract. Job security, pay increases appear to be main barriers to early accord as danger of strike persists. Page **86.**

Don't Bite the Hand That Feeds You—That's the word from Victor Seydel, radio-tv vice president of Anderson & Cairns, in this week's MONDAY MEMO. Reporting that some stations are concerned more with filling their schedules than with serving the advertiser, he reminds them that the lean years weren't that long ago—and could return. Page **113.**

MR. SEYDEL

DEPARTMENTS

ADVERTISERS & AGENCIES .. 36
AT DEADLINE 9
AWARDS 82
BUSINESS BRIEFLY 38
CHANGING HANDS 76
CLOSED CIRCUIT 5
COLORCASTING 42
DATELINES 78
EDITORIAL 114
EDUCATION 86
FILM 70
FOR THE RECORD 89
GOVERNMENT 64
IN REVIEW 14
INTERNATIONAL 81
IN PUBLIC INTEREST 20
LEAD STORY 27
MANUFACTURING 80
MONDAY MEMO 113
NETWORKS 52
OPEN MIKE 18
OUR RESPECTS 24
PEOPLE 110
PERSONNEL RELATIONS 85
PROFESSIONAL SERVICES ... 85
PROGRAMS & PROMOTIONS . 87
STATIONS 74
TRADE ASSNS. 58
UPCOMING 100


"By golly—every time you turn around WTIX jumps further out in front!"

Photograph by John Burwell

New New Orleans Pulse spotlights the trend: WTIX is first every daytime quarter-hour . . . and first in 462 of all 504 quarters.*

Storz Station audience-centered programming goes from strength to strength in 11-station New Orleans. Day after day more people switch to WTIX and are held there by warm, friendly, enthusiastic *professional* air personalities. Hooper proves it, too. WTIX is first, with nearly one-third of the New Orleans audience. The dominance of WTIX can mean your dominance, too. Spend a quarter-hour or so with Adam Young, or talk to WTIX General Manager, Fred Berthelson.

*Jan.-Feb., 6 A.M.-midnight

WTIX

first . . . and getting firster in 11-station

NEW ORLEANS

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

HARRIS SAYS IT'S UP TO JUSTICE NOW; NAB WON'T PICK UP FCC'S CONVENTION TAB

At Friday news conference on House Legislative Oversight Subcommittee interim report [Lead Story, page 27], Chairman Oren Harris (D-Ark.) said it is not "responsibility of subcommittee to level charges against commissioners," and entire matter now is in hands of Justice Dept.

Rep. Harris said he could not see how Justice could keep from taking action on some matters uncovered in committee's seven-week hearing on FCC and individual commissioners. "I don't think anyone by any stretch of the imagination thinks that the question of perjury is not an interesting one and that it will not receive attention," he stated. Subcommittee heard several instances of apparently conflicting testimony during hearings on FCC grant of ch. 10 Miami to National Airlines [Government, March 17, *et seq.*].

First backlash of report was felt Friday when NAB President Harold E. Fellows said association could not pay hotel bills of commissioners and FCC personnel attending April 27-May 1 Los Angeles convention. Commissioners themselves were not available for comment Friday on subcommittee report.

Mr. Fellows said FCC officials, like other program participants not within association ranks, will receive complimentary registrations. Delegates' fee is $27.50 ($25 if paid before April 14). This includes three lunches and banquet. "Obviously commissioners cannot be expected to pay for luncheons when they sit at the head table," he added.

In past years, NAB has paid hotel bills of most convention guests from government but FCC members testify they have had to use their own funds despite this courtesy and $12 per day government allowance. In its budgeting, NAB estimates $20 per day as minimum cost of supporting staff official outside Washington, with figure usually running $25 upward depending on city and type of activity.

Rep. Harris, with concurrence of Rep. Joseph P. O'Hara (R-Minn.), ranking minority member of committee, said four points outlined in report for further study were "highly controversial" and subcommittee needed more information before making recommendations. He stressed report "does not conclude our investigation of the FCC." Also, chairman said, committee is not necessarily finished with commissioners on misconduct charges "because we do not know what may develop later on."

Report does not follow conclusions reached by former subcommittee chief counsel Bernard Schwartz in January memorandum [Lead Story, Jan. 27], Rep. Harris maintained, in that no charges are made that commissioners violated law.

Subcommittee concluded that it would be "very difficult" to legislate code of ethics, Rep. Harris said. Congressmen felt this could be handled better by FCC itself. However, Rep. Harris took note that uniform code has been proposed (see page 28) and felt this may be feasible after testimony has been taken from all agencies.

"We will not have further hearings until we do develop the facts," Rep. Harris replied when asked subject and date of future hearings. He said staff also has been put to work on Securities & Exchange Commission and Federal Power Commission as well as FCC.

Ad Shift for Chesebrough-Pond's

Appointment of William Esty Co. as fourth Chesebrough-Pond's Inc. agency being announced today (Mon.). Effective July 1, Esty takes on Vaseline petroleum jelly from McCann-Erickson, which retains rest of Vaseline products and Pertussin. (McCann also will be named for new products.) Compton Adv., which presently has Valcream, will inherit Pond's Angel Skin from J. Walter Thompson Co., which retains all other Pond's products and is in line for new product assignments.

Burnett Gears for Chrysler

Personnel alignment being firmed up Friday at Leo Burnett Co. to service Chrysler Corp.'s institutional account in agency's Chicago and Detroit offices. Burnett opened Detroit servicing office in Buhl Bldg. last week with skeleton crew, including Robert P. Leonhard as account executive. Named in Chicago office on account are Hal Tillson, media supervisor; George Wilcox, assistant media supervisor; Ted Giovan, timebuyer. William Diener and F. Strother Carey previously appointed management representative and account supervisor, respectively.

Lazarow Buys WDDY for $65,000

Sale of WDDY Gloucester, Va., by WDDY Inc. (principal Charles E. Springer) to Cape Radio Inc. (principal Arthur Lazarow) for $65,000 being filed today (Mon.) at FCC. Mr. Lazarow has been announcer past several years at WWJ Detroit and will be chief stockholder, president and general manager of WDDY. Mr. Springer understood to be negotiating to buy another Virginia radio property.

Blackburn & Co., station broker, handled sale.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see Advertisers & Agencies, page 36.

YEAST FOR RADIO • Two national bakeries go into two seven-week radio spot drives this week and next. Continental Baking Co., Rye, N. Y., kicks off Wednesday and Ward Baking Co., N. Y., next week. Markets undetermined. Ted Bates & Co. places Continental, J. Walter Thompson places Ward.

MOVIE TIME • Warner-Lambert Pharmaceutical Co. (Emerson Drug Div.), Baltimore, placing first Bromo-Seltzer campaign in early and late night movies. Starts April 14 in number of major markets, as yet undetermined.

WAX SHINES TO TV • S. C. Johnson & Son (Pledge furniture wax), Racine, Wis., reported starting nine-week spot tv campaign in major and medium-sized markets in late April, using daytime minutes and ID's. Agency: Benton & Bowles, N. Y.

ONE-SHOT • Clinton Engine Co. (outboard engines and engine toy kits), Clinton, Mich., understood to have bought NBC-TV's *The Price Is Right* for one time only April 14 (7:30-8 p.m.). Agency: W. B. Donor & Co., Detroit.

WARING TO F&S&R • Waring Products Corp., (Waring drink-mixer, shaver, Karshave, ice jet, coffee mill, irons and food mixer), N. Y., appoints Fuller & Smith & Ross, N. Y. effective immediately. Account formerly handled by Anderson & Cairns, N. Y. Media plans were uncertain as of Friday, but radio and television are definitely being considered. Advertiser was former spot and network television user.

FOAMING OVER • Olympia Brewing Co., Olympia, Wash., which earlier had bought Ziv Television Programs' *Target* series in 35 western markets, is adding six markets starting this week—Klamath Falls, Ore.; Juneau, Alaska; Kalispell, Mont.; Yakima and Bellingham, Wash., and Honolulu.

RENEWAL, REPLACEMENT • Toni Div., Gillette Co., Chicago, has renewed alternate-week sponsorship of NBC-TV's *You Bet Your Life*, effective Oct. 2, and Lever Bros., N. Y., has replaced DeSoto as alternate week sponsor of program starting Sept. 25. Program moves from present Thursday 8-8:30 p.m. spot to Thursday 10-10:30 p.m. next fall. Agency for Toni is Tatham-Laird, Chicago; for Lever Bros., J. Walter Thompson, N. Y.

at deadline

Federal Mediator Out to Avert IBEW Strike Against CBS

Effort to prevent possible strike of IBEW against CBS made Friday by Joseph F. Finnegan, federal mediator (story page, 86). He proposed IBEW and network both agree to hold off any strike or lockout and agree to workers' vote on network's latest offer of $5 weekly raise plus another $5 raise in February 1959 and 2½-year contract.

Mediator's telegrams to union and network said government was concerned over "serious impact" which stoppage of important communications system would have. He asked acceptances of secret ballot proposal, with replies expected today (Monday). Request was described as unusual in federal mediation practice.

Two Up for Dist. 15 Post

Two nominees for Dist. 15 (N. Calif.; N. Nev.; TH) vacancy on NAB Board of Directors announced Friday. They are Joe D. Carroll, KMYC Marysville, Calif., and W. K. (Bud) Foster, KLX Oakland, Calif. Special election being held to fill vacancy created by resignation of J. G. Paltridge, formerly of KROW Oakland and now at KABC Los Angeles. Ballots will be mailed April 8, returnable May 5.

New Off-Air Monitoring Firm

Storyboard Reports, New York, announced Friday it has begun new air-check service for tv and radio advertisers. Company said that both pictures and sound of commercials are taken off air and presented to clients in form of storyboard within 24 hours of broadcast. Storyboard Reports is at 200 W. 57th St., New York 19. Robert Richardson is president.

Kimball, Grant Merge in S. F.

Merger of Abbott Kimball Co.'s San Francisco office with Grant Adv. Inc. announced Friday by Alfred Ducato and Will C. Grant, respective agency presidents. Other Abbott Kimball offices joined Grant March 1. Mr. Ducato will become vice president-manager of West Coast office. Grant assumes 19 new accounts (including KRON-TV San Francisco and Pacific Air Lines).

PEOPLE

CHARLES R. DENNY, who took over new post of RCA vice president for product planning on April 1, elected Friday to board of RCA Communications Inc. Former FCC chairman, he had been NBC executive since 1947 and was executive vice president for operations when he moved into new RCA post.

MERRILL A. TRAINER, formerly manager, merchandising administration, RCA Industrial Electronic Products, to newly-created post of administrator, plans and coordination services, Broadcast and Television Equipment Dept., RCA Telecommunications Division.

RALPH F. MORIARTY, product manager for Walter Baker Chocolate products for General Foods Corp., White Plains, N. Y., appointed marketing manager for GF's S. O. S. Div., Chicago. He will be responsible for advertising, sales and market research activities. S. O. S. scouring pad and Tuffy (plastic dishwashing aid) are division's principal products.

HAROLD A. SMITH, NBC Central Div. tv sales promotion manager for past 12 years, to radio-tv department of Needham, Louis & Brorby Inc., Chicago, as head of program and merchandising promotion effective today (Mon.).

PRESTON SALZ, formerly with Maxon Inc. and other agencies as group head or copy chief, appointed senior writer at Keyes, Madden & Jones, Chicago.

Payroll for CBS Executives: Paley, Stanton Top Salary List

Chairman William S. Paley and President Frank Stanton were CBS Inc.'s highest-paid executives in 1957 with aggregate pay of $299,807.94 each, proxy statement to stockholders showed Friday. These payments are substantially same as in 1956 ($300,000.16 each), but amounts paid or set aside for them under pension plan went up, from $16,526 in 1956 to $35,584.77 in 1957 for Mr. Paley and from $12,335 to $24,625.70 for Dr. Stanton.

Proxy statement also revealed that negotiations for $20 million purchase of WCAU-AM-FM-TV Philadelphia were handled for CBS by J. A. W. Iglehart, board member, and that he and his firm, W. E. Hutton & Co., will receive $100,000 each if station purchase is consummated. If not, they get nothing for negotiations.

Next to Messrs. Paley and Stanton, highest paid officers in 1957 were Merle S. Jones, president of CBS-TV (now president of CBS Television Stations), with $94,932.89; Goddard Lieberson, president of Columbia Records, $89,999.92; Arthur Hull Hayes, president of CBS Radio, $76,923.24; Arthur L. Chapman, president of CBS-Hytron, $62,615.56, and Henry C. Bonfig, CBS Inc. vice president, $54,230.78.

Louis G. Cowan, named CBS-TV president last month, was granted option to buy 7,500 shares of Class A stock at $25 per share, exercisable in blocks up to 1,500 shares per year over five-year period. Stock was selling at $26.25 when option was granted March 12, 1958.

During 1957, report also showed, CBS paid Rosenman Goldmark Colin & Kaye $207,460 as general counsel.

Proxy statement was issued in preparation for annual stockholders meeting April 16. Seven Class A and seven Class B directors to be elected, with following nominated by management: Class A—Messrs. Bonfig, Cowan, Hayes, Iglehart, Robert A. Lovett, Millicent C. McIntosh and Samuel Paley; Class B—Messrs. Chapman, Jones, Lieberson, Stanton, William S. Paley, Ralph F. Colin and Leon Levy.

Payroll for RCA Executives: Sarnoff Alone at $200,000 Mark

Brig. Gen. David Sarnoff's $200,000 salary as RCA board chairman again was tops among RCA executives in 1957, according to proxy statement issued in preparation for annual stockholders meeting May 6.

Next in line were Frank M. Folsom, chairman of executive committee of board, with $165,000 salary plus $15,000 incentive award paid and $60,000 to be earned out; RCA President John L. Burns with $125,000 plus $20,000 incentive paid and $80,000 to be earned out; Robert W. Sarnoff, NBC president, with $125,000 plus $12,273 incentive paid and $49,227 to be earned out; Elmer W. Engstrom, RCA senior executive vice president, $110,000 plus $10,980 incentive paid and $44,020 to be earned out; Charles M. Odorizzi, RCA sales and services executive vice president, $100,000 plus $7,840 incentive paid and $31,360 to be earned out; Charles B. Jolliffe, RCA vice president and technical director, $72,500 plus $5,660 incentive paid and $22,740 to be earned out.

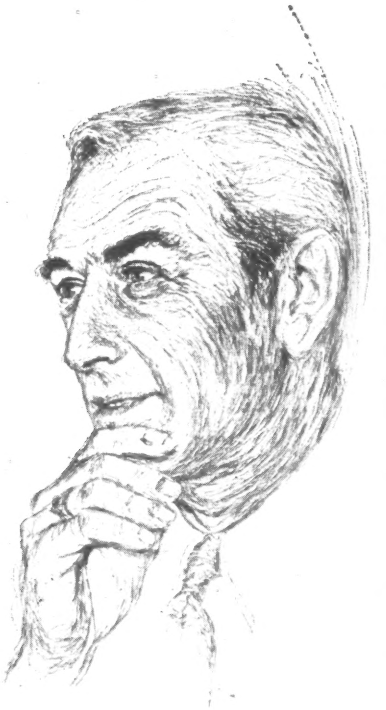
(Incentive awards, partly in cash and partly in RCA common stock, are designed to recognize "employes' contributions to success of the corporation's operations." Amounts indicated as paid are first installments on awards for 1957; amounts "to be earned out" are installments payable over next four years, as provided in RCA Incentive Plan.)

Law firm of Cahill, Gordon, Reindel & Ohl received $350,000 for legal services in 1957, plus $400,000 for legal services "in connection with certain extended litigations which now are terminated."

John Hays Hammond Jr., RCA director, and his Hammond Research Corp. received $60,000 for 1957 and $15,000 for first quarter 1958 "toward the maintenance of a research laboratory, for consulting and engineering services and for rights under inventions."

Lehman Bros. and Lazard Freres & Co. received $50,000 each for consultant services "on various financial matters" in 1957.

Five directors to be elected at annual meeting. Management nominees: Messrs. Engstrom and Odorizzi and John T. Cahill, Edward F. McGrady and Walter Bedell Smith, all incumbents.



MATURITY

Maturity makes haste slowly.

We like quick sales, too. But if... from our years of experience... we feel too hurried action endangers future success, we say so.

We've found it pays to help clients choose between hasty decisions... and wise ones.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

The attraction of opposites...

"SEZ WHO!"

VARIETY: "... One of the zaniest and funniest radio shows heard in a long time." *LOS ANGELES TIMES:* "... One of the brightest half-hours in Sunday listening." *N. Y. MIRROR:* "There's a brand new smash hit in radio ... The name of the show is 'Sez Who!' and the gimmick is the resurrection of famous voices and sounds from the past for the purpose of befuddling a panel of wits ... judged by the critics as the best radio quiz show of 1957." *PITTSBURGH POST-GAZETTE:* "Somehow or other the panel managed to get more than they missed. Considering all the banter ... this wasn't bad. It was, in fact, quite remarkable. So was the entertainment level achieved."

Here are two programs at opposite poles. A weekly comedy quiz. A headline-making special broadcast on international affairs. Yet they have a vital ingredient in common. / Both require attention. They are meant to! The entire CBS Radio Network program schedule is designed that way – drama, comedy, personality shows, news in depth. You listen to these programs, or you don't tune in. / And, as reviews attest, there's an excitement about them, an unmistakable sense of things happening. It occurs, uniquely, in one place in all radio today: CBS Radio. / This excitement and importance—this requiring of attention—has a real value for advertisers. It spells the difference between just "being in radio" and selling. And today, when your advertising dollar must work harder to make sales, that's a most meaningful value. / So it's not surprising that in 1957, of the 50 advertisers who use national advertising most, and know it best, more bought the CBS Radio Network and more bought CBS Radio exclusively than any other radio network.

"RADIO BEAT"

N.Y. TIMES (JACK GOULD): "Radio was the platform last night for an immensely civilized and fruitful discussion of international affairs, a trans-Atlantic conversation among the leaders of the loyal opposition in the United States, Great Britain and France . . . Adlai Stevenson . . . Hugh Gaitskell . . . and Pierre Mendes-France . . . on the Columbia Broadcasting System's program called 'Radio Beat' . . . In all respects the program was most remarkable and heartening . . . It was as if an international conference were humanized and brought to the perspective necessary for easy and relaxed comprehension in the living room . . . CBS News once again has acquitted itself most handsomely."

The CBS Radio Network

Where you reach 50 per cent more listeners
in the average commercial minute

PRE-TESTED

the adventures of
TUGBOAT
ANNIE

BRAND-NEW!
FIRST-RUN!

SUCCESS!
Saturday Evening Post
Over 650,000,000 readers of Norman Reilly Raine's 65 Tugboat Annie stories! 27-year run continues by popular demand.

SUCCESS!
Motion Picture Feature
Box-office record-breaker in the top motion picture theatres. N. Y. Times—"story superior" —"a box-office natural."

SUCCESS!
Chicago Audience Test
92% of Lake Theatre audience rated "The Adventures of Tugboat Annie" a TV favorite—certified by Haskins & Sells, C. P. A.

SUCCESS!
CBC TV Network
R. B. Collett, Adv. Dir., Lever Brothers Limited, writes: "excellent viewing audience"—"general public, through mail and telephone calls, indicates strong appeal for every member of the family." Tugboat Annie outrates such shows as Perry Como, Gunsmoke, Wyatt Earp, Dragnet, Climax, Disneyland and many, many others in Canada network markets.

tpa
TELEVISION PROGRAMS OF AMERICA, INC.
488 MADISON • N.Y. 22 • PLaza 5-2100

THE CASE FOR THE COLLEGE

The noteworthiness of CBS Radio's *The Case for the College* is not that it was an interesting, well-done profile on higher education. Such programs are a familiar part of the broadcast repertoire—increasingly so since Sputnik put the whole country on a science and/or education kick.

It was noteworthy not for how it was done, but why. This was not public service in intent, whatever its results may be. It was an hour-long commercial for higher education in general and Harvard U. in particular. It was paid for at commercial rates.

In format the show—somewhat disappointingly—was just what you'd expect: interviews with students, before and after their Cambridge exposure; statements by professors; excerpts from classes; reflections of distinguished alumni. At regular intervals there were commercials, called just that, telling listeners that higher education is suffering from financial anemia and encouraging them to contribute (1) to the schools of their choice or (2) to Harvard.

Harvard, whose financial resources are the largest in the U. S., is not given to putting up hard cash where it expects no return. That it put such hopes on network radio testifies to its regard for the medium. One hopes it will be justified.

Production costs: $16,000.
Sponsored by Harvard U. through BBDO on CBS Radio, March 28, 9-10 p.m.
Executive producer: Laurence O. Pratt; producer: William F. Suchmann; coordinating supervisor: George D. Crothers.
Participants: Secretary of Defense Neil H. McElroy, Sen. John F. Kennedy, Barbara Ward, Leonard Bernstein.

NO WARNING

"More heart than head" is the way his wife describes the taxi driver hero of "Emergency," first program in the *No Warning* half-hour series of filmed dramas which started last night on NBC-TV. That phrase is a pretty good description of the first program itself.

Hearing over the radio that an unidentified boy is in the hospital, with his parents being sought for permission for a needed operation, the cab driver calls home, is assured that his son is safely at a neighbor's but goes to the hospital anyway. Moved by the helplessness of the injured boy and by the insistance of hospital attendants that there's no time to waste, the cab driver poses as the father and signs the authorization for surgery. As he gradually realizes the implications of his impulsive deed, tension mounts to the climactic meeting with the boy's real parents.

Elisha Cook's excellent performance as the emotional hero, aided by a fine supporting cast, Charles Smith's incident-packed story and Fletcher Markle's fast-paced direction, swept the viewer along on an emotional ride ignoring, if not forgetting, some pretty big holes in the plot structure.

If "Emergency" is typical of the rest of the series (each program will have a different writer, director and star), *No Warning* may fully realize the formula of "pure suspense shows without violence" set by Al Simon, its creator-producer. The new series, as well as its new title, started out as an appreciable improvement over its forerunner of last year, *Panic*, which never quite lived up to the promise of taut suspense implicit in its title.

Production costs: Approximately $35,000.
Sponsored alternately by Royal McBee Corp. through Young & Rubicam and P. Lorillard Co. through Lennen & Newell on NBC-TV, Sun., 7:30-8 p.m.
Producer: Al Simon; assoc. producer: Herbert Browar; writer: Harold Swanton; director of photography: Arch R. Dalzell; filmed at McCadden Productions, Hollywood.
Cast (for first episode): Elisha Cook, Peggy Webber, Paul Harber, Louise Lewis, Jimmy Wallington, Virginia Gregg, Kay Stewart, John Phillips, Hugh Sanders, James Gavin, Olive Sturges, Gary Hunley, Walter Reed, Dean Howell, Kay English, Ralph Reed.

BOOKS

THE TECHNIQUE OF FILM AND TELEVISION MAKE-UP, by Vincent J-R Kehoe; Communication Arts Books, Hastings House, 41 E. 50th St., New York. 260 pp. $9.

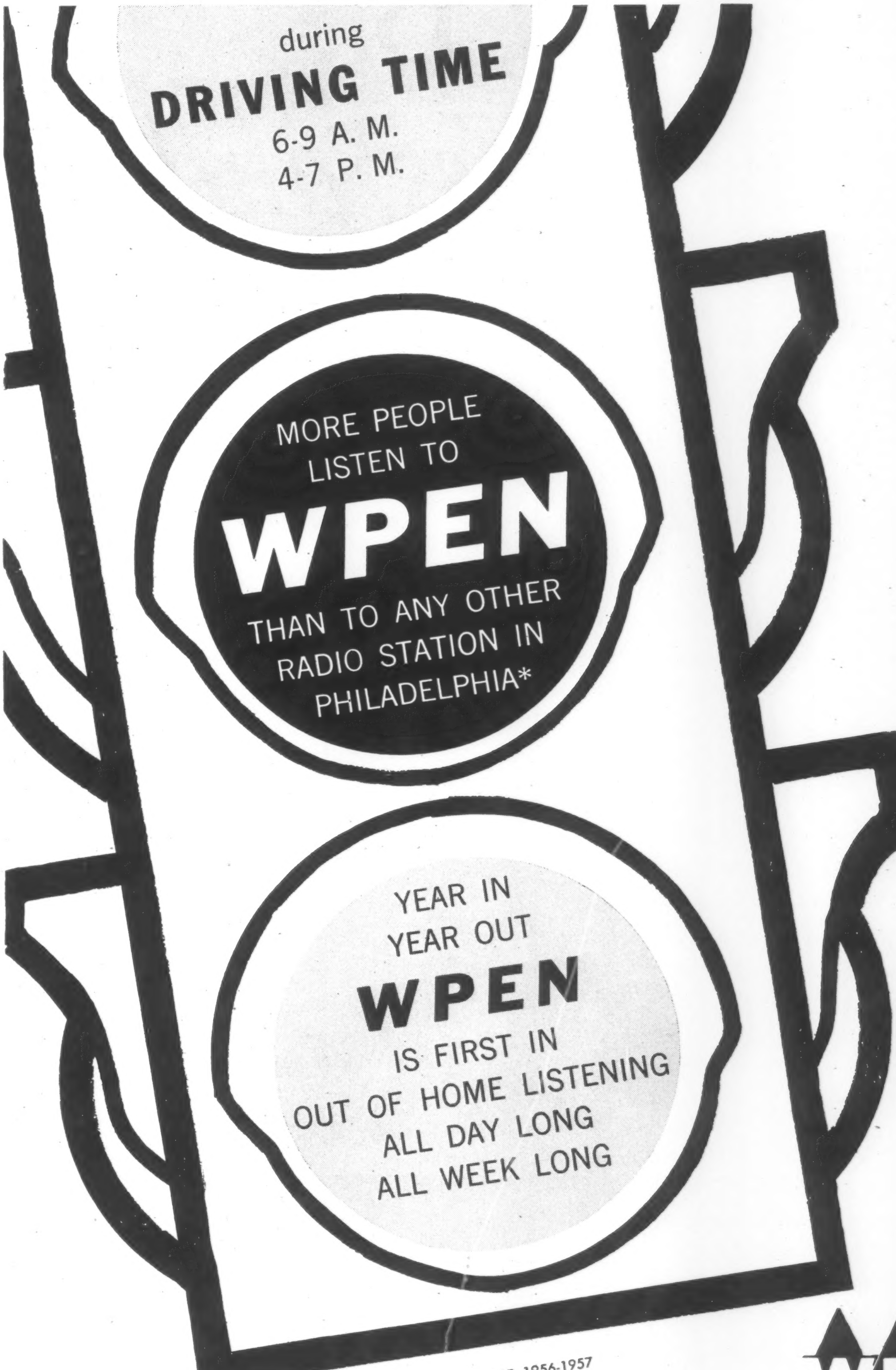
This comprehensive treatment of make-up techniques for both color and black-and-white processes would seem to be a must addition to the practitioner's library. Mr. Kehoe provides detailed information for a multitude of make-up problems, from "progressive old age" to "prosthetic noses." The book is lavishly illustrated, clearly written and excellently annotated as to specific materials suggested for various jobs, even to where these materials can be obtained in both the U. S. and Great Britain. Though probably of little interest to the average reader, Mr. Kehoe's book is a professional handbook that could be of value to anyone interested in theatrics.

BRAINSTORMING, by Charles Clark; Doubleday & Co., 575 Madison Ave., New York. 262pp. $4.50.

Engineers using talcum powder to allow for smoother operation of their slide rules, housewives using their aluminum Aunt Jemima Cornbread package as a baking pan, and even that rare adman who forsakes his martini on the rocks for Campbell's on the rocks—owe it all to "brainstorming."

These and other examples cited in Mr. Clark's book exemplify the effect brainstorming has had on the development of new products and services and new uses for established products. The extent of that effect should surprise the reader of this book.

Brainstorming was conceived by Alex Osborn of BBDO. The author of this book, a friend and collaborator of Mr. Osborn on the latter's books, has made this volume a concise, how-to-do-it manual on "brainstorming." It is not a piece of entertainment, to be read lightly; nor is it a "hidden persuaders" type "expose." It is simply a guidebook to a "science" for which there can never be a written text.


during
DRIVING TIME
6-9 A. M.
4-7 P. M.
MORE PEOPLE
LISTEN TO
WPEN
THAN TO ANY OTHER
RADIO STATION IN
PHILADELPHIA*
YEAR IN
YEAR OUT
WPEN
IS FIRST IN
OUT OF HOME LISTENING
ALL DAY LONG
ALL WEEK LONG

*PULSE 1956-1957

WPEN

REPRESENTED NATIONALLY BY GILL PERNA, INC. *New York, Chicago, Los Angeles, San Francisco, Boston*

17.8 A.R.B.?

Yes, and fifth

Other Official Films available for strip programming: Star Performance, formerly Four Star Playhouse–153 programs Cross Current/Dateline Europe/Overseas Adventure/formerly Foreign Intrigue–156 programs • American Legend–80 programs •M

ams' My Little Margie–126 programs.

TROUBLE WITH FATHER

Still out-rating top network, local and syndicated shows—even in fourth and fifth runs—Stu Erwin's "TROUBLE WITH FATHER" proves strip programming is successful programming. 109 stations in every type of market have run these 130 films for leading national and regional sponsors.

Ratings prove "Trouble With Father" is still Number 1.

In Indianapolis, "TROUBLE WITH FATHER", in its FIFTH RUN, seen at 4:30 PM, pulled a rating of **17.8** against "Do You Trust Your Wife?" with **4.9** and "Movie Time" with **4.8**. In Huntington-Charleston, West Virginia, seen at 9:30 AM, "TROUBLE WITH FATHER", in its THIRD RUN, chalked up a rating of **12.3** against "The Morning Show" with **5.1**.

Sponsors prove "Trouble With Father" is a Number 1 Buy!

High ratings and tremendous appeal for every member of the family have made "TROUBLE WITH FATHER" a resounding success. These are some typical sponsors: *Beech-Nut Life Savers, Inc. • The Bon Ami Company • Brown and Williamson Tobacco Corp. • Continental Baking Co., Inc. • The Procter and Gamble Co. Standard Brands Incorporated • Whitehall Pharmacal Company*

Produced by Hal Roach, Jr. · A Roland Reed Production

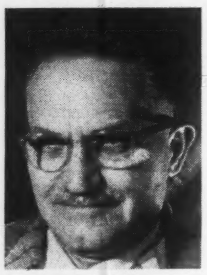
Call the leader
in strip programming

OF

OFFICIAL FILMS, INC.
25 West 45 St., New York
PLaza 7-0100

REPRESENTATIVES:

Atlanta	Jackson 2-4878
Beverly Hills	Crestview 6-3528
Chicago	Dearborn 2-5246
Cincinnati	Cherry 1-4088
Dallas	Emerson 8-7467
Fayetteville	Hillcrest 2-5485
Ft. Lauderdale	Logan 6-1981
Minneapolis	Walnut 2-2743
San Francisco	Juniper 5-3313
St. Louis	Yorktown 5-9231



on radio —

"Please answer on your 7:15," the folks write Frank Field, Frank's name is legend in the Corn Belt area embracing parts of four states served by Radio KMA.

Frank Field— no sacred cows

No one who knows Frank Field will ever underestimate the power of radio.

For almost 18 years now Frank has been dishing it out for a quarter-hour every morning at 7:15. Weather and gardening are the chief subjects on which he is expert, but roads, recipes, egg prices, the almanac and many other subjects come within his purview.

"Frank says" is a common-place quote that starts many a conversation in the soil-wealthy provinces of Iowa, Nebraska, Missouri and Kansas.

There are no sacred cows in Frank's letter basket. He frequently disagrees with the U.S. Weather Bureau and his batting average is good enough that his detailed weather reports for a 10-state area are treated pretty much as gospel.

Everyone in KMA-land knows Frank Field. Imagine the consternation Frank caused Dr. Sidney Roslow when the good Doctor made his first area Pulse for KMA. Frank's 7:15 a.m. show came up with a 16.6 rating and a 48% share of audience.

Dr. Sidney thought his tabulating machines were playing tricks on him. So he ordered the data re-tabulated. Now, Dr. Sidney knows about Frank, too.

Dr. Sidney can tell you lots more about other KMA personalities who inspired Homer Croy to tab KMA "The Heart Beat of the Corn Country" in his famous book, "Corn Country."

They might be a little biased, but you can rely on the Petry men to give you just the facts.

THE HEART BEAT OF THE CORN COUNTRY
KMA SHENANDOAH, IOWA
5000 WATTS, 960 KC ABN
AFFILIATED WITH KMTV CHANNEL 3 OMAHA
Represented by EDWARD PETRY & CO., INC.

OPEN MIKE

Ratings Report Helps

EDITOR:

BROADCASTING's article on the J. Walter Thompson rating study [ADV. & AGENCIES, March 10] has been most helpful to us. Is it possible to supply us with 12 copies?

William K. O'Brien
Regional Sales Mgr.
WCAX-TV Burlington, Vt.

[EDITOR'S NOTE—Copies sent.]

Helpful & Timely

EDITOR:

This is to request permission to reproduce portions of "Ratings; How They're Used and Why" [LEAD STORY, March 24]. This will be most helpful as the item is timely and applies locally.

Lowell T. Christison
Promotion Mgr.
KOB-AM-TV Albuquerque, N. M.

[EDITOR'S NOTE—Permission granted.]

'Man of the Hour'

EDITOR:

For his skillful enunciation of the needs of radio, for his handy debunking of the misguided "Top 40" theory, for steering radio back on a course that will restore sanity to the programming of music [STATIONS, March 17], I hereby nominate Mitch Miller as "Man of the Hour," par excellence.

Ben Calderone
Program Director
KWYR Winner, S. D.

Incompatible Color

EDITOR:

Re imitation and flattery in "color radio" billboards as expressed in this column [OPEN MIKE, March 24]: It might be interesting for KFWB Los Angeles to know that the color bit was done on KBUZ Phoenix's parent station, WSAI Cincinnati, many moons before the Johnny-come-lately color promotion of January 1958 in Los Angeles.

Taking it a step further, our president was amused, rather than merely flattered, when on a recent trip to Los Angeles he heard WSAI sounds of five years' standing on KFWB. For example, how long has KFWB used the Fabulous Forty promotion? Answer: since Jan. 1, 1958. WSAI has been doing it in Cincinnati for five years.

As to that billboard, it's a copy of a design we've had in use here for some time. I guess it all goes to prove that there is nothing new under the (California) sun.

Marian E. Knight
Promotion & Publicity Director
WSAI Cincinnati, Ohio

Sulphur & Molasses for Programs

EDITOR:

Surveys, speeches by leading figures in broadcasting and actual figures from most radio stations show conclusively that radio is far from dead, and has made a strong comeback from the depths to which some people figure it had dropped several years ago.

. . . We read where one network may drop radio and where radio is dropping day and night. Let me say that if the networks would put on good programs and if local owners and managers would program good local shows radio can still be a powerful force both day and night. Radio is a powerful force for the advertiser, but it can be improved by newer, more entertaining, more educational programs from the networks themselves as well as from local stations.

N. L. Royster
Mgr., Station Relations-Merchandising
WSVA-AM-TV Harrisonburg, Va.

Practically a Classroom Classic

EDITOR:

I am using BROADCASTING in our speech course this semester. We find your magazine an excellent way to keep up with current happenings in the field of television. We have used BROADCASTING practically every year in one of our radio or television courses.

Harold E. Nelson
Assoc. Professor of Speech
Pennsylvania State U.
University Park, Pa.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name ________ title/position*
company name ________
address ________
city ________ zone ________ state ________
Please send to home address ——

* Occupation Required

"THE BEST WESTERN ON TV"*

Wagon Train is now reaching more than sixteen million homes every Wednesday, 7:30–8:30 pm, on the NBC Television Network. It reaches more homes than any other new show this season.

Since its premiere last September this hard-riding new series has more than doubled NBC's audience in its time period against two programs which were consistently in the Top Ten less than a year ago. And not only is Wagon Train NBC's top-rated program on Wednesday evening, it also outrates any 7:30 or 8:00 pm program on any other network seven nights of the week.

The key to Wagon Train's spectacular audience success is its appeal to the entire family. Its powerful combination of actio drama and top star names wins a balanced buying audience of 3 million adults: more men than any other weeknight program e cept one; more women than 9 out of 10 evening programs; plu a bonus audience of children that exceeds 13 million per sho

Wagon Train is currently sponsored by Edsel, Ford Mot Company, Drackett and Lewis-Howe.

NBC TELEVISION NETWORK

*JACK O'BRIAN, NEW YORK JOURNAL-AMERICAN
SOURCE: NIELSEN TELEVISION INDEX, FEB. II, '58 AND ARB, FEB. '58

WAGON TRAIN

most
HAPPY SPONSORS
select these fine Radio Stations

"You Get Results From Radio!" has been one of the industry's proudest watchwords. Here, with four more prize-winning examples to prove that aggressive salesmanship plus top station production plus "Radio Hucksters & Airlifts" service makes for MOST Happy Sponsors. If you are a non-subscriber and would like a demonstration disc with the whole story in these stations own words, drop us a card.

KPHO, Phoenix, Ariz.

KPHO's success with jingle commercials is founded on one of radio's most imaginative production staffs. Jingles run the sponsor gamut from department store, furniture, auto dealer to dry cleaner and laundry, using Radio Hucksters jingles, attention getters or theme music as a base, and mixing with verse lyrics and music by station's own announcer and vocalist. The result sounds completely custom-built . . . and the sound is great.

WHBY, Appleton, Wis.

WHBY likewise, 'mixes up' various Radio Huckster units for custom-built effect; case in point, the Matthews U.S. Tire Co., a steady advertiser who wanted a new approach to Radio. This Happy Sponsor's report "selling tires galore" is the result of what WHBY calls "its new type of selling service . . . a salesman takes out a produced spot including a Lang-Worth jingle which effectively features the Sponsor's business or his product . . . plays the spot for the Sponsor in his own place of business."

WWOK, Charlotte, N. C.

General Manager Jack Wheeler summarized "we never had it so good . . . just one account, McCoy's Service Centers paid more than double the cost of the Lang-Worth service, a firm year and a half contract and still on the air . . . one of many Lang-Worth sales we have made here at WWOK." Mr. Wheeler's conclusion: "But Radio Hucksters won't sell themselves sitting in the file. You've got to take them out, prepare something for the advertiser before you sell him."

WEJL, Scranton, Pa.

Hugh Conner reports the solution to the problem of selling an additional program to an already Happy Sponsor, Scaluba Dodge-Plymouth Motors. The show, early morning "Sports in a Coffee Cup," is bringing the Sponsor "fantastic results", featuring Radio Hucksters used car jingle as the tag. We salute WEJL as a "Most Happy Sponsor" station for the second successive month.

These and many other progressive stations combine their top production and sales know-how with RADIO HUCKSTERS & AIRLIFTS to win most happy sponsors. Let RADIO HUCKSTERS & AIRLIFTS make the difference to your station. Contact—

LANG-WORTH
FEATURE PROGRAMS, INC.
1755 Broadway, New York 19, N.Y.

IN PUBLIC INTEREST

$100 Million Given by Ad Council In Drive Against Forest Fires

American advertising—advertisers, agencies and media, working through the Advertising Council—has contributed more than $100 million to the forest fire prevention campaign symbolized by Smokey the Bear, saving the American public $10 billion that otherwise would have been lost through timber destruction alone, says De Witt Nelson, director of the California Dept. of Natural Resources.

Speaking at a joint session of the Los Angeles and Hollywood ad clubs in honor of the Advertising Council, Mr. Nelson paid tribute to Russell Z. Elder, advertising manager of Sunkist Growers Inc., volunteer coordinator of the campaign, and Foote, Cone & Belding, its volunteer agency. For 17 years they have worked to educate the public to be careful not to start a fire that might destroy a forest. This campaign, symbolized by Smokey the Bear, is not only the longest continuous campaign of the Advertising Council but actually predates by a few months the formation of the Council itself.

WEATHER ALERT • WJR Detroit will utilize the Conelrad "one thousand cycle tone" to warn Michigan residents of tornados or other major weather disturbances, on a year-round basis. The "tone" signifies that emergency conditions exist and triggers radio receivers that are designed to be activated at the "pulse" of the tone signal. The alert system is used at the direction of officials of the U. S. Weather Bureau.

TRAFFIC TALLY • WWDC Washington broadcasts daily reports of traffic deaths occurring in Washington, Maryland and Virginia. The number of fatalities is aired three times a day on weekdays, and more frequently on weekends. Specially prepared, original traffic safety tunes precede the announcements.

ON THE ROAD • KYA San Francisco broadcast an appeal to alert an Air Force officer and his family who were traveling from Texas to California that their seven-week-old daughter had been exposed to a rare and dangerous form of measles in Houston. The family was driving near Fresno when it learned from the broadcast that the child needed immediate medical attention. The officer rushed the girl to a San Francisco hospital where she was pronounced "out of danger," the station reports.

SUNCOAST SAFETY • WSUN St. Petersburg, Fla., has inaugurated a new program in an effort to reduce area traffic fatalities. Traffic reports are broadcast from the St. Petersburg Police Dept., Tampa Police Dept., Pinellas County Highway Patrol and the Hillsborough Highway Patrol during the 4-6 p.m. show. Also aired from 5-6 p.m. on Saturdays, the program features recorded music with host d. j. Earl Wood.

Broadcasting Publications Inc.

Sol Taishoff President	Maury Long Vice President	Edwin H. James Vice President
H. H. Tash Secretary	B. T. Taishoff Treasurer	Irving C. Miller Comptroller

BROADCASTING* TELECASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams
NEWS EDITOR: Donald V. West
SPECIAL PROJECTS EDITOR: David Glickman
ASSOCIATE EDITOR: Harold Hopkins
ASSISTANT EDITORS: Dawson Nail, Jacqueline Eagle
STAFF WRITERS: Frankie Pelzman, Myron Scholnick, Benjamin Seff, Ann Tasseff, Jim Thomas
EDITORIAL ASSISTANTS: Rita Cournoyer, Richard Erickson, Coleen Rothenberg
SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS

VICE PRESIDENT & GENERAL MANAGER: Maury Long
SALES MANAGER: Winfield R. Levi (New York)
SOUTHERN SALES MANAGER: Ed Sellers
PRODUCTION MANAGER: George L. Dant
TRAFFIC MANAGER: Harry Stevens
CLASSIFIED ADVERTISING: Doris Kelly
ADVERTISING ASSISTANTS: John Henner, Ada Michael, Lois DeShields
COMPTROLLER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston
SECRETARY TO GENERAL MANAGER: Eleanor Schadi

CIRCULATION & READER'S SERVICE

MANAGER: John P. Cosgrove
SUBSCRIPTION MANAGER: Frank N. Gentile
CIRCULATION ASSISTANTS: Gerry Cleary, Christine Harageones, Charles Harpold, Marilyn Peizer

BUREAUS

NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355
Editorial

SENIOR EDITOR: Rufus Crater
BUREAU NEWS MANAGER: Lawrence Christopher
AGENCY EDITOR: Florence Small
ASST. NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti
ASSISTANT EDITOR: Frank P. Model
STAFF WRITERS: Margot Holland, Diane Schwartz

Business

SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan
ADVERTISING ASSISTANT: Donna Trolinger

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-3148
SENIOR EDITOR: Bruce Robertson
WESTERN SALES MANAGER: Bill Merritt, Virginia Stricker
Toronto, 32 Colin Ave., HUdson 9-2694
James Montagnes

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

Copyright 1958 by Broadcasting Publications Inc.

YOUR OMAHA COPY TALKS BIGGEST . . .
. . . WHERE THE BIGGEST PULSE IS!

The latest Pulse says what Pulse has been saying for years. KOWH is first a.m.; first p.m.; first all day! 32 out of 40 first place quarter hours! These are the measures of KOWH's continuing dominance of Omaha's radio day, a dominance extending over 7 years.

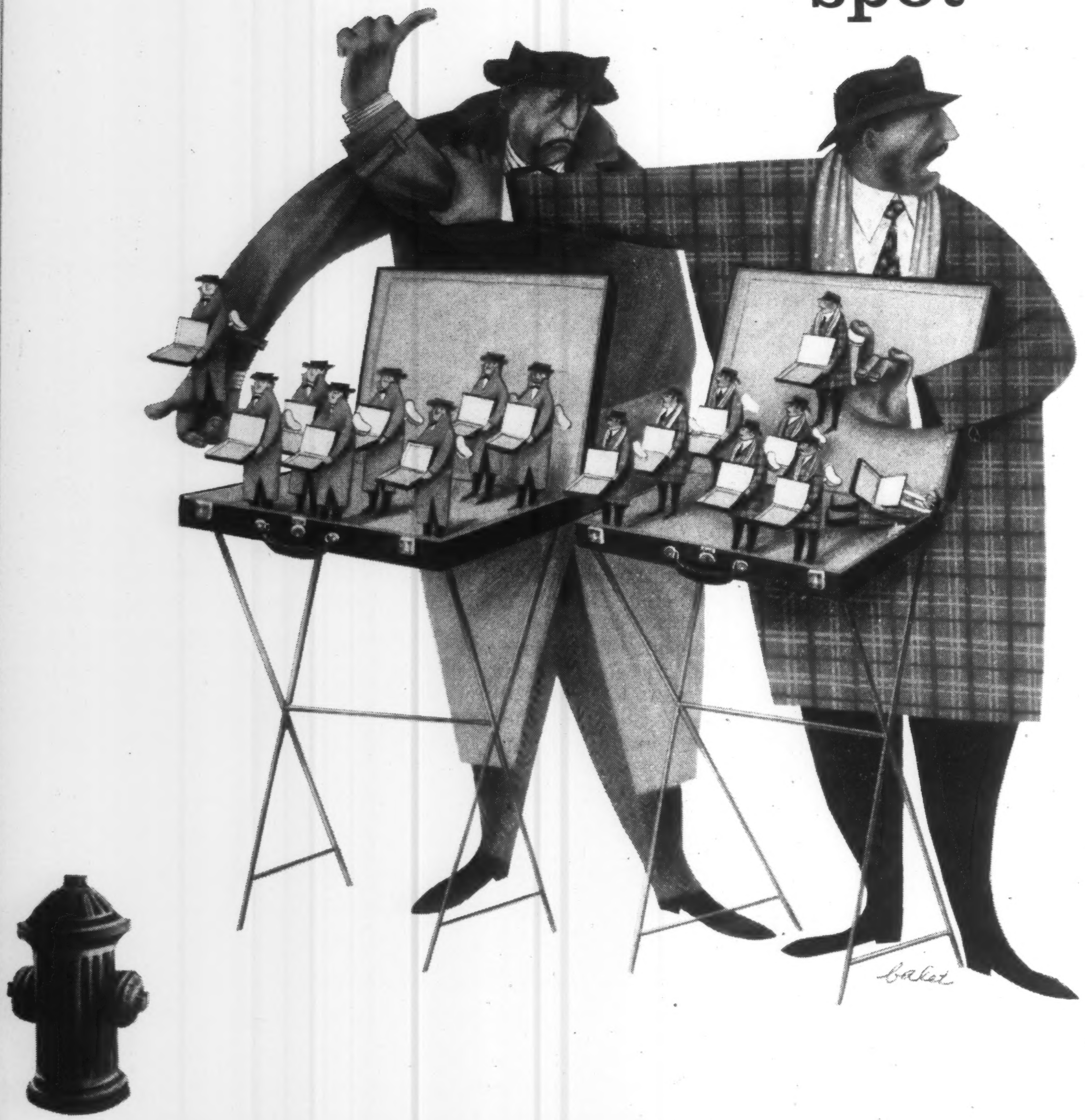
The reasons: Programs and personalities that get through to people. Audiences aren't the only ones who turn to KOWH. Advertisers do too.

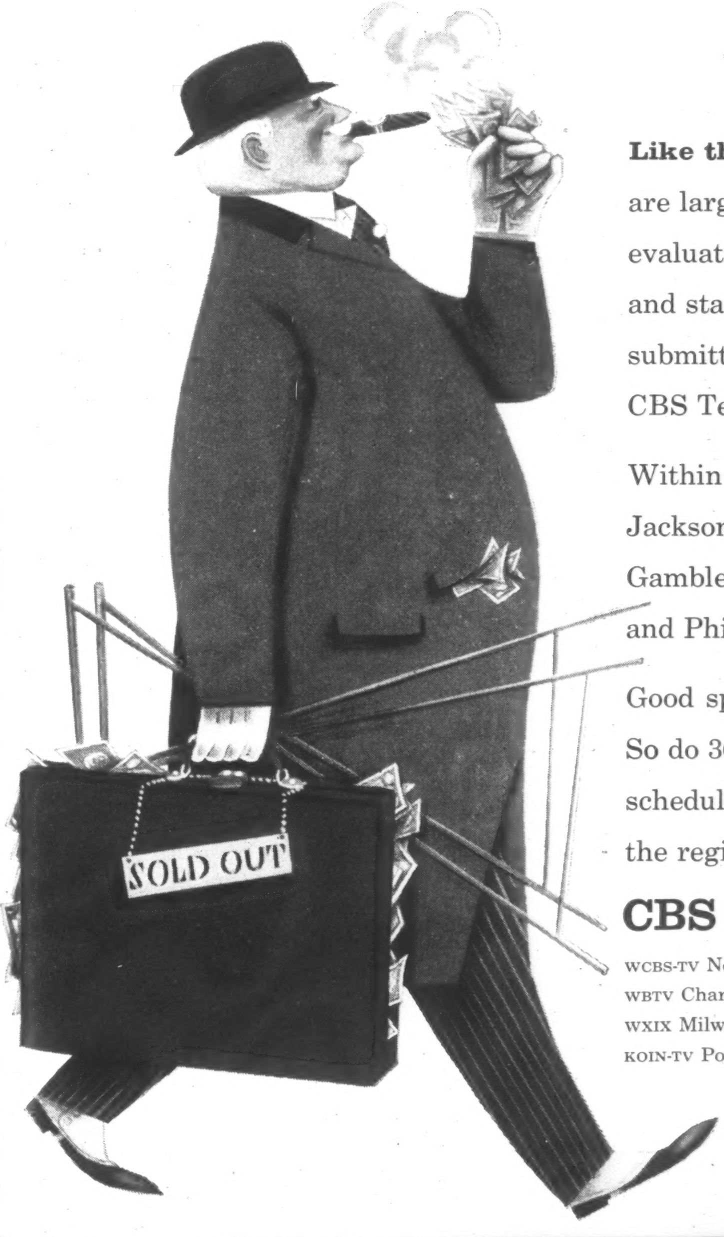
Good coverage, too, on 660 kc. Turn to Adam Young or KOWH General Manager Virgil Sharpe.

KOWH *Omaha*

Represented by Adam Young Inc.

"He must know a good spot"





Like the Leo Burnett Company, whose timebuyers are large-scale users of spot television. They constantly evaluate—and re-evaluate—the effectiveness of markets and stations. Before a spot campaign is placed, facts submitted by the agency's research department *and* by CBS Television Spot Sales receive careful attention.

Within the past year Leo Burnett bought WMBR-TV, Jacksonville, for such well-known clients as Procter & Gamble, Kellogg, Pure Oil, the Cracker Jack Company and Philip Morris—a widely-diversified list.

Good spot to be in! The Leo Burnett Company knows. So do 368 different national spot advertisers currently scheduling campaigns on the 14 television stations and the regional network represented by...

CBS TELEVISION SPOT SALES

WCBS-TV New York, WHCT Hartford, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, WMBR-TV Jacksonville, KMOX-TV St. Louis, WXIX Milwaukee, WBBM-TV Chicago, KGUL-TV Houston, KSL-TV Salt Lake City, KOIN-TV Portland, KNXT Los Angeles, and THE CBS TELEVISION PACIFIC NETWORK

If You've Been on KBIG You're In this Picture

EVERY GOOD STATION gets awards. KBIG's trophy room is distinctive because its awards are *significant to advertisers.* Kudos collected in The Catalina Station's 5 years of life include these sponsor-centered tributes:

RAB, RADIO GETS RESULTS Competition: KBIG, 11 awards... *more than any other station.*

ADVERTISING ASSOCIATION OF THE WEST, Best Commercial Program: KBIG, 4 awards... *more than any other station.*

RADIO-TELEVISION NEWS CLUB of Southern California: KBIG, 4 awards ... *more than any other independent station.*

INDIVIDUAL TROPHIES proudly displayed at KBIG are those from Los Angeles and St. Louis Advertising Women... The Governor's Cup from the California State Fair... Hotel Sales Managers Association... The Billboard Magazine... and scores of public service organizations.

Any KBIG or Weed man will gladly help relate the significance of this *recognition of quality* to your own advertising.

KBIG
The Catalina Station
10,000 Watts
740 ON YOUR DIAL

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Carleton Dabney Smith

The daily Washington routine of Carleton Smith back in early 1933 was like that of all announcers around the nation's capital—some commercials, some studio and remote programs and occasionally a high government official. That was before the inauguration of President Franklin Delano Roosevelt on March 4. This key day in national history was also the turning point in the life of Carleton Smith, who had helped announce the inauguration and a few days later introduced the President on the historic bank-closing speech. These led to his designation as "Presidential announcer" of WRC, key NBC Red station in Washington, and then to national prominence as he frequently intoned the familiar Fireside Chat introduction, "Ladies and gentlemen, the President of the United States."

Another major event in his career happened just a fortnight ago when Mr. Smith completed the move of WRC-AM-FM-TV, NBC owned-and-operated stations, to a $4 million plant in the Northwest Washington residential area. As NBC Washington vice president and general manager of the stations he now directs a staff of 202 and the operation of "the first tv station designed from the ground up for color."

The Presidential assignment eventually took Mr. Smith into all 48 states and to foreign countries. In 1935 he started his executive career as assistant manager of WMAL, NBC's Blue key. WRC was added to his responsibilities in 1936 and by 1941 he had become manager of WRC. The White House asked that he continue his assignment as Presidential announcer, a post he held during the entire Roosevelt administration.

After NBC's WNBW (now WRC-TV) went on the air in 1947, Mr. Smith spent some of his time arranging live and filmed network programs from the seat of government. Within a year he was called to New York to become NBC's manager of network television operations. Soon he was named director of the tv unit. In 1951 he was raised to a vice presidency, taking charge of network station relations, and then becoming director of operations of the NBC o&o stations division.

After returning to Washington in 1953 as NBC vice president and general manager of WRC-AM-FM-TV, he reorganized radio and tv operations—and set alltime sales records.

When WRC-TV's power was boosted to 100 kw (ch. 4 maximum), Mr. Smith was already preparing for a new Washington headquarters building to replace the quarters in the Sheraton-Park Hotel, conceiving a broadcast plant around the future of color tv. In 1957 Vice President Nixon laid the cornerstone for a two-story plant on Nebraska Ave. The tower reaches 849 ft., highest structural point in the District of Columbia. (The Washington Monument is 555 ft.)

A native of Winterset, Iowa, where he was born Feb. 16, 1905, young Carleton Dabney Smith moved east to Washington in 1922. Daytime he worked as a stenographer in the office of Rep. Gilbert Haugen (D-Iowa) (he can still decipher Gregg shorthand). At night he attended George Washington U. In 1927 he married a schoolmate, Anne Jones, and took a job in Roanoke, Va., as executive secretary of the American Automobile Assn. office in that city. After a series of auto safety talks on WDBJ Roanoke he was hired as parttime announcer on the night shift by Manager Ray Jordan, now vice president and managing director of WDBJ-AM-TV. In November 1931 he decided he liked radio, applied for and got a job at WRC.

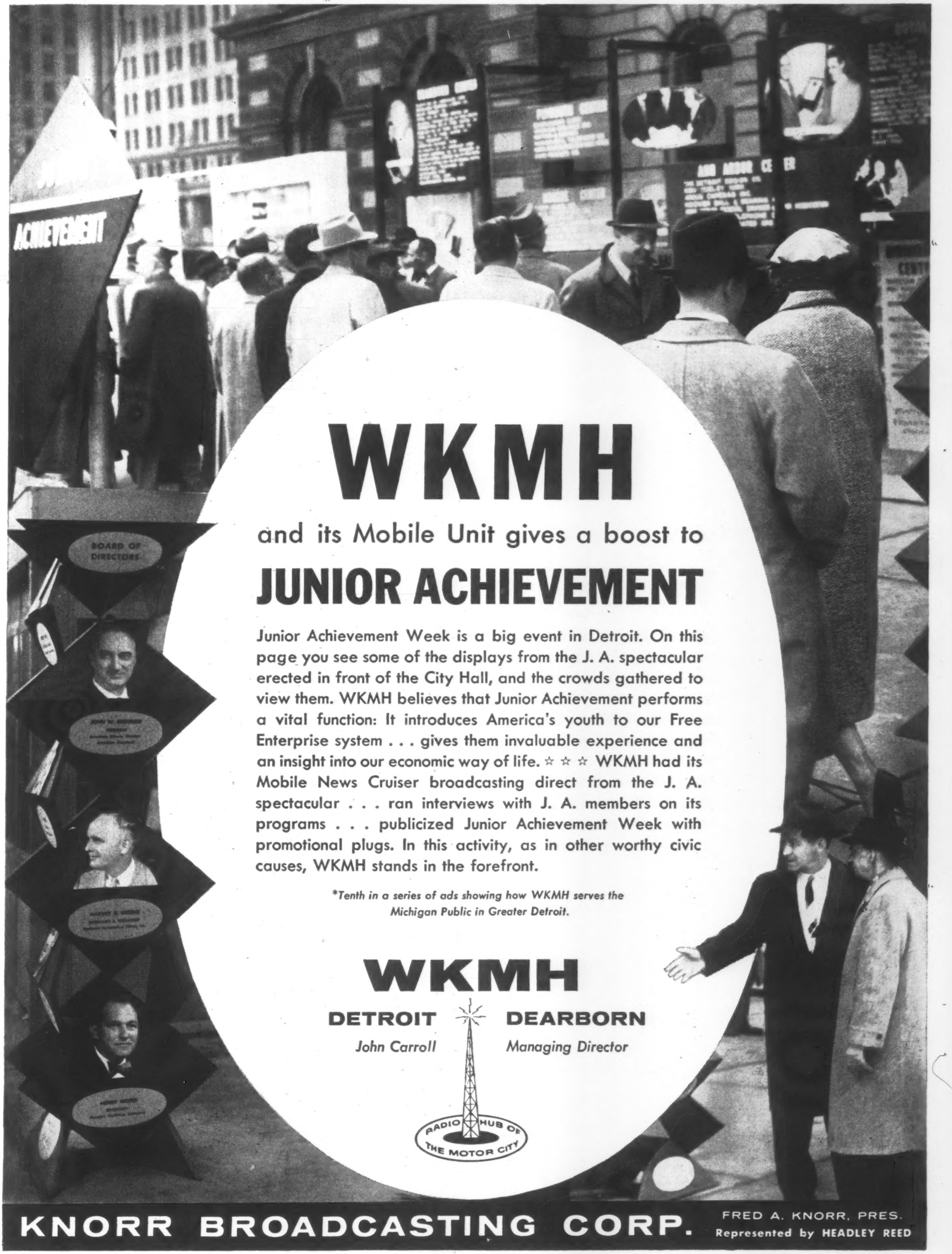
After assuming the management post at WRC in 1941 he took an active part in community affairs. Soon he was a board member of the Washington Board of Trade and served on the Greater National Capital Committee, Advertising Club and Better Business Bureau. He was a charter member of the Radio-Television Correspondents Assn. and belonged to the Kiwanis Club and National Press Club.

Following the New York interlude he resumed civic activities. In April 1957 the Kiwanis Club of Washington honored him with a special luncheon. President Eisenhower sent a message praising him for his contribution to the community in encouraging the growth of a strong and generous citizenry. He was first general campaign chairman and now is president of the United Givers Fund of Washington.

Carleton Smith hides a churning mind behind a calm, dignified front. He is seldom ruffled—even when his auto telephone keeps ringing in heavy traffic during a day loaded with appointments, office routine and the assorted activities of a Washington network executive. His decisions are made deliberately but without hesitation.

He lives in Chevy Chase, Md., a Washington suburb, with his 17-year-old son, Craig. Mrs. Smith died in 1956. On weekends and at odd moments he indulges three hobbies—golf, boating and photography. He is a member of Burning Tree Club and Columbia Country Club.

IN THE PUBLIC SERVICE OF GREATER DETROIT*



WKMH

and its Mobile Unit gives a boost to

JUNIOR ACHIEVEMENT

Junior Achievement Week is a big event in Detroit. On this page you see some of the displays from the J. A. spectacular erected in front of the City Hall, and the crowds gathered to view them. WKMH believes that Junior Achievement performs a vital function: It introduces America's youth to our Free Enterprise system . . . gives them invaluable experience and an insight into our economic way of life. ☆ ☆ ☆ WKMH had its Mobile News Cruiser broadcasting direct from the J. A. spectacular . . . ran interviews with J. A. members on its programs . . . publicized Junior Achievement Week with promotional plugs. In this activity, as in other worthy civic causes, WKMH stands in the forefront.

**Tenth in a series of ads showing how WKMH serves the Michigan Public in Greater Detroit.*

WKMH

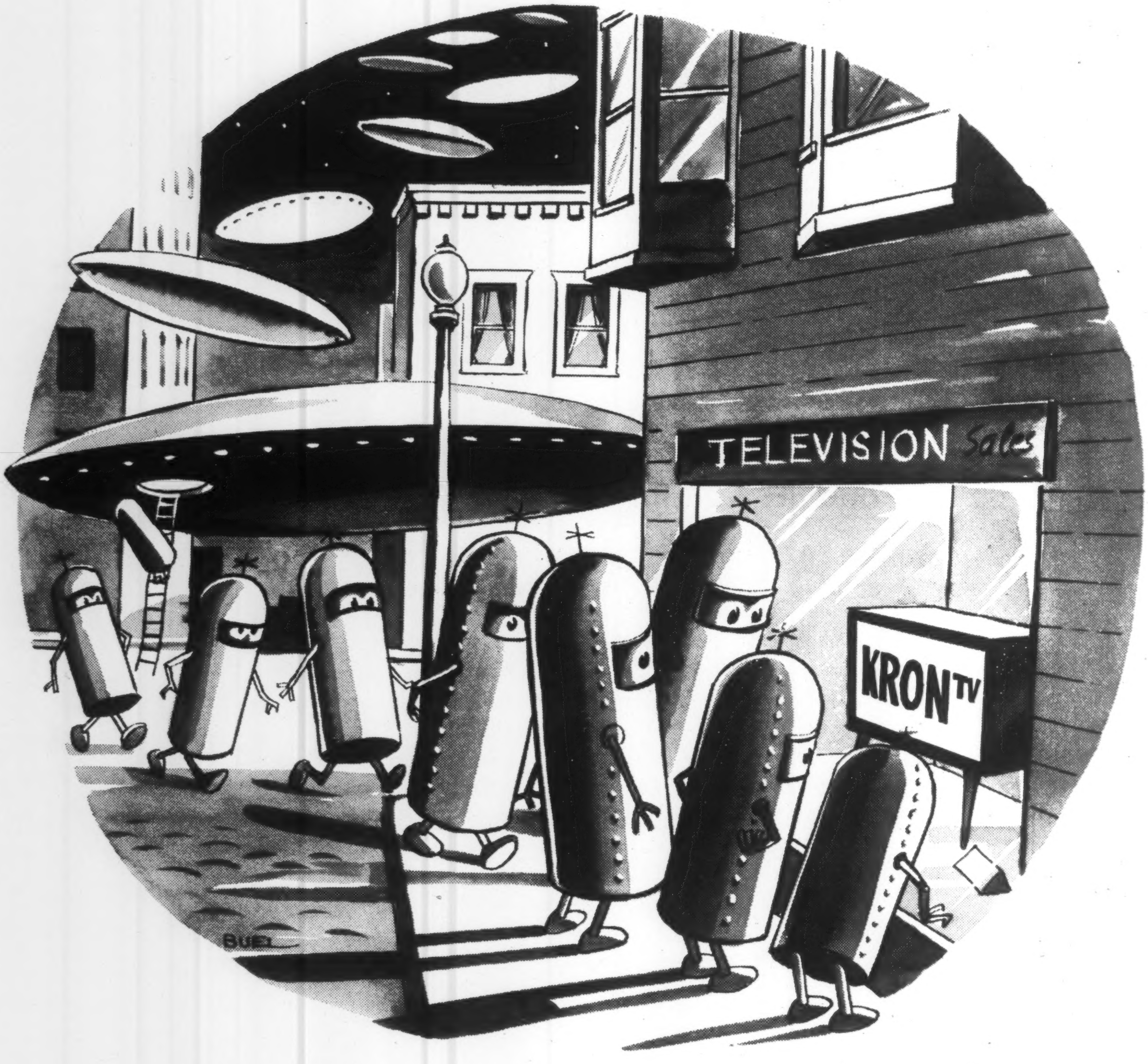
DETROIT **DEARBORN**

John Carroll *Managing Director*

KNORR BROADCASTING CORP.

FRED A. KNORR, PRES.
Represented by HEADLEY REED

KRON is TV in SF


TELEVISION Sales
KRON TV
BUEL

San Franciscans are sold on KRON-TV

AVAILABLE
Alternate Weeks
SHERIFF OF COCHISE
Saturday 6:30 p. m.

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 14 **APRIL 7, 1958**

HOUSE OVERSIGHT REPORT SLAPS FCC

● Subcommittee criticizes misconduct, urges stiffened laws

● First phase of investigation is ended, but more's to come

Culminating eight weeks of hearings, the House Legislative Oversight Subcommittee Friday morning issued an 18-page report severely criticizing the FCC on several points and recommending corrective legislation on others. While failing to go so far as to propose a "ripper" bill such as is under study in the Senate [GOVERNMENT, March 18], the report nevertheless failed to find a single area in which to commend the Commission (for text, see page 30).

The report covered just about every phase discussed during hearings on misconduct charges lodged against the commissioners and on the FCC February 1957 grant of Miami ch. 10 to National Airlines. Specific legislation is recommended—and amendments to the Communications Act have been drafted for introduction soon after the Easter recess—in these four fields:

(1) A code of ethics for commissioners.

(2) Removal of the provision in the 1952 amendment authorizing the acceptance of honorariums.

(3) Abolishment of all ex-parte contacts with commissioners. This would include letters and telephone calls made by members of Congress unless the same communications were sent to all interested parties and made a matter of public record.

(4) Give to the President the power to remove commissioners for "neglect of duty or malfeasance in office, but for no other cause."

Following pretty much the lines of a general indictment, the report did not mention specific names or instances. "Our hearings to date have revealed certain highly improper activities in connection with the FCC. . . . Accordingly, we are . . . referring the record to the Dept. of Justice for appropriate action with respect to the violations of law," the report stated.

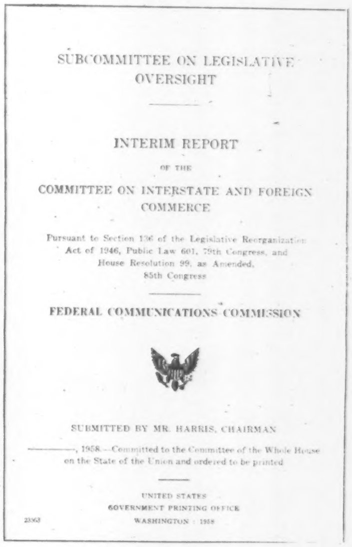
The commissioners were put on notice to spend more time finding solutions to industry problems rather than continuing "fruitless debate" at broadcasting conventions and meetings. On commissioner acceptance of industry payment of hotel bills and travel expenses, the report said the "questionable propriety of some of this conduct . . . has seriously undermined public confidence in the FCC." In this field, the report called on the Comptroller General to clarify his "conflicting" statements.

It also told the commissioners not to accept in the future industry equipment in their homes which "may have been" placed there "not in the public interest but in the interest of promoting the business of the industrial concerns which furnished the equipment."

Pressures of the kind brought to bear against commissioners in the Miami ch. 10 case "cannot be tolerated," the report stated, and it was further felt these pressures were brought on by long FCC delays in comparative tv proceedings.

"Further exploration" is needed in four fields, the subcommittee reported. These include:

- "Method of selecting or designating chairmen of independent regulatory commissions. . . . Present provisions authorizing the President to designate the chairmen of most of these commissions appear to be in conflict with the objective of bi-partisan, political neutrality.
- "The powers of the chairmen of independent regulatory commissions.
- "The powers of the Bureau of the Budget with respect to independent regulatory commissions.
- "The terms of office and salaries of the



SUBCOMMITTEE ON LEGISLATIVE
OVERSIGHT

INTERIM REPORT
OF THE
COMMITTEE ON INTERSTATE AND FOREIGN
COMMERCE

Pursuant to Section 136 of the Legislative Reorganization
Act of 1946, Public Law 601, 79th Congress, and
House Resolution 99, as Amended,
85th Congress

FEDERAL COMMUNICATIONS COMMISSION

SUBMITTED BY MR. HARRIS, CHAIRMAN

————, 1958.—Committed to the Committee of the Whole House
on the State of the Union and ordered to be printed

UNITED STATES
GOVERNMENT PRINTING OFFICE
23563 WASHINGTON : 1958

Text of interim report pages 30-31

members of independent regulatory commissions."

"Unanimous" approval of the interim report came following a lengthy Tuesday executive meeting and two Thursday meetings interspersed before and after public hearings. Rep. Morgan Moulder (D-Mo.), who resigned as chairman of the subcommittee after Bernard Schwartz was fired as chief counsel [LEAD STORY, Feb. 17], did not participate in any of the discussions on the report. Rep. Moulder has been absent from practically all the hearings for the past six weeks.

Other members of the subcommittee of the House Interstate & Foreign Commerce Committee are Democrats Oren Harris (Ark.), who succeeded Rep. Moulder as chairman and who also is chairman of the parent committee; John Bell Williams (Miss.); Peter F. Mack Jr. (Ill.); John J. Flynt Jr. (Ga.), and John Moss (Calif.) and Republicans Joseph P. O'Hara (Minn.); Robert Hale (Me.); John W. Heselton (Mass.); John B. Bennett (Mich.), and Charles A. Wolverton (N. J.).

Meanwhile, public hearings continued for three days last week with a parade of present and former commissioners testifying on official misconduct charges lodged by Dr. Schwartz. Thursday's testimony by former Comr. Frieda B. Hennock ended the current phase of hearings, Rep. Harris announced. Also testifying last week were Comrs. Robert E. Lee, T. A. M. Craven, John C. Doerfer, Frederick W. Ford and former Comrs. George C. McConnaughey and E. M. Webster.

As each of the present commissioners were excused, Rep. Harris served them with notice they probably would be called to testify again on other phases of the investigations. The subcommittee was established last spring with a $250,000 appropriation to determine if the regulatory agencies are "administering the laws as Congress intended."

The hearings thus far have caused the resignation under fire of former FCC Comr. Richard A. Mack for the role he played in the Miami ch. 10 grant. They also have resulted in sensational, nationwide headlines on charges of wrongdoing at the FCC. The subcommittee's first chief counsel was fired and replaced by Robert W. Lishman, who has participated in the last 10 days of hearings.

From the start, the cry was raised in some circles that the subcommittee was out to do a "hatchet job" on the FCC. Later charges of "whitewash," especially by Dr. Schwartz, were raised against the subcommittee. Rep. Harris and other members of the subcommittee have repeatedly denied both counts and just as often promised an "all-out, impartial" investigation.

While a definite future course still is undecided, Rep. Harris said Thursday the staff is "seeking light" on other comparative tv cases. A memorandum has been prepared giving the subcommittee members what information on these cases the staff now has and possible future hearings will be determined later.

Some of these other cases are known to be the grants of ch. 5 Boston (WHDH-TV-Herald Traveler), ch. 13 Indianapolis (Crosley Broadcasting Co.), ch. 4 Pittsburgh (merged applicants WCAE [Hearst] and Television City Inc.), ch. 10 Rochester, New York (see Hennock testimony), ch. 12 Jacksonville, Fla. (WFGA-TV), ch 12 Fresno, Calif. (KFRE-TV), ch. 7 Seattle (KIRO-TV), ch. 7 Miami (WCKT [TV]) and ch. 4 New Orleans (WWL-TV).

Rep. Harris stressed that the subcommittee does not plan hearings in all the cases under scrutiny. "It's a question of what will be necessary to complete the committee's task," he said. At least three members of the subcommittee have stated privately, however, that they will take a long look at the Boston and Indianapolis decisions.

During last week's testimony, Mr. Lishman entered into the record a lengthy letter from NBC Vice President Thomas E. Ervin relating to that network's contacts with commissioners and FCC personnel. In addition to color tv sets, Mr. Ervin said commissioners had been provided with transistor radios and in two instances—Comrs. Lee and Mack—hi-fi sets.

Also, the network presented 51 Christmas presents to FCC personnel in 1956. The subcommittee had asked for records dating back to 1949 and Mr. Ervin pointed out 2,000 persons at NBC are eligible to file expense accounts and there were "several hundred thousand items" related to the period involved.

The subcommittee has compiled some known instances of ex-parte contacts with the FCC and its staff by the three tv networks over a period dating back to 1948. The list shows ABC with 54 contacts, CBS 81 and NBC 115. The network "contacts" include such items as a picture of Mamie Eisenhower for Mrs. McConnaughey; introduction to tv personality Garry Moore for Mrs. McConnaughey; a sapphire-tipped needle for long playing records for former FCC Chairman Wayne Coy; the loan of a truck and driver; service as a travel agency; delivery of packages, and several other more or less conventional "services" such as tickets to tv shows and Broadway plays, candy, phonograph albums, flowers, lunches and cocktails.

Last Thursday, Sen. Spessard L. Holland

Code of ethics docketed for FCC action

The FCC has been considering a code of ethics—and something may be forthcoming in another week or two.

The Securities and Exchange Commission has drafted a list of integrities for its members—and has circulated it among other federal regulatory agencies with the avowed hope that all organizations might adopt a common standard of conduct.

A bill to amend the Administrative Procedures Act, to bar discussion of a case with officials of an agency handling the case once it has been set for hearing, has been introduced in Congress by Sen. John Marshall Butler (R-Md.) and Rep. DeWitt S. Hyde (R-Md.). The proposed legislation (S 3521 and HR 11624) prohibits litigants from discussing or communicating with agency officials about their cases.

Still pending in the Congress are three bills to legislate integrity on government officials. They are S 3306, by Sen. William Proxmire (D-Wis.), S 3346, by Sen. Wayne Morse (D-Ore.), and HR 11022 by Rep. Charles A. Wolverton (R-N.J.).

The FCC's proposal has actually been roughed in and has been discussed at several Commission meetings in the last few weeks. One of its main items is the provision that all communications to Commissioners on adjudicatory cases be placed in the public files.

There is some disagreement among the commissioners as to whether ethics can be imposed. There is also some question among the commissioners as to whether this is the proper time for the Commission, or any other agency, to establish a code of ethics. This is in light of the recent unpleasantness on Capitol Hill and the feeling that the adoption of a code of ethics might be construed as acknowledging wrongdoing. All the FCC members have stoutly maintained before the House Oversight Committee that they did nothing improper.

There is also a feeling that it might be better to wait because of pending legislation in Congress. And, some commissioners are strongly of the opinion that no matter how many ethical guideposts might be adopted and published, they would not deter a miscreant.

"I've got to sleep with myself," one FCC commissioner said last week, "and no rules of conduct, our own or any imposed on us, is going to change my responsibility to my own conscience."

The proposed SEC canons of ethics were circulated among other federal regulatory agencies not only for possible use as a single standard for all agencies, SEC Chairman Edward N. Gadsby said last week, but also for any comments or suggestions by commissioners in other agencies.

Thus far no comments have been received, Mr. Gadsby acknowledged, but he added that none were expected so soon. The proposed SEC rules, which

(D-Fla.) took the floor of the Senate to explain why he and Sen. George A. Smathers (D-Fla.) recommended Mr. Mack for the FCC because President Eisenhower, the people of Florida and the Senate deserved an explanation.

In 1951, Sen. Holland said, Mr. Mack approached both the Florida senators about an appointment to the Interstate Commerce Commission. Mr. Mack came highly recommended for the post, the senator said, and his name was passed on to President Truman for either the ICC or FCC.

When he did not get either, he was later recommended for the Federal Power Commission and the FCC again in 1955, when he was appointed. Sen. Holland said the resigned commissioner "was recognized as one of the ablest young men in his field . . . and there was every reason why the Florida senators should support" him for the FCC nomination.

WITNESS: Comr. Lee

Comr. Lee told the subcommittee that he was a "surprise" appointment to the FCC, that he knew nothing about the industry and it was necessary for him to do considerable traveling soon after joining the Commission. He was asked about seven trips for which he accepted government per diem and industry payment of his hotel bills.

In each instance, he gave the purpose of the trips in question and said he often claimed less per diem than he was entitled to. In fact, he said, official trips cost him personally $170 in 1956 and $200 in 1957. He estimated the out-of-pocket expenses for himself and other Commissioners to attend this month's NAB convention in Los Angeles would be $150 to $200. And, he said, "it is absolutely essential that I be there" because of his extra job of defense commissioner.

He said it would be impossible for any FCC member to do his job without personal contacts with industry figures. And, if a broadcaster wants to take him to lunch, the former FBI agent said, "I have no compunction about his paying the check. . . . I resent the feeling that I could be bought."

The commissioner was asked about several telephone conversations he had with Charles Steadman, Cleveland attorney [Closed Circuit, March 31]. (In previous testimony, Mr. Steadman had been described as "the man closest to McConnaughey" on the Miami ch. 10 case.) Comr. Lee said Mr. Steadman is a close personal friend, that all the calls were personal and were not paid for by the government. "No sir, I have emphatically not," he replied when asked if the Miami case, or any other comparative tv case, was discussed with Mr. Steadman.

It is "highly appropriate" for a commissioner to express an opinion in a rule making proceeding, Comr. Lee said in defending an article favoring pay tv he wrote for *Look* magazine. He said he received $1,500 for writing the story.

He did not remember ever discussing ch. 10 Miami with Sen. Estes Kefauver (D-Tenn.), as the senator had stated in a letter to losing applicant A. Frank Katzentine. Sen. Kefauver stated in the letter he also discussed the case with Comrs. Hennock and Bartley, both of whom denied such a conversation actually took place. If the senator mentioned ch. 10 to him, Comr. Lee said, "It would have to have been subliminal . . . I didn't get it." He denied ever being under any pressure in the Miami case or any other Commission proceeding.

WITNESS: Comr. Craven

The subcommittee had no instances of trips taken by Comr. Craven for which he had received government per diem and industry payment of hotel bills. He was asked, however, about three instances of being "entertained" by NBC and explained that all three occurred before he was appointed to the FCC in the summer of 1956.

Comr. Craven denied that he is one of the recipients of free RCA service for his own black-and-white tv set, as had been stated in a letter from NBC Vice President Thomas E. Ervin. He explained he subscribed—and paid for—an RCA service policy. A turkey has been the most expensive gift he has received from the industry, the engineer commissioner stated.

On the matter of "fraternization" with members of the regulated industry, Comr. Craven said he has been associated with broadcasting since 1930 and did not give up his personal friends when appointed to the FCC.

Rep. John B. Bennett (R-Mich.) questioned the witness at length about his participation in the Miami case. Subcommittee files show that Comr. Craven participated in three actions taken by the FCC during a January 1957 executive meeting.

At the meeting, Comr. Lee moved for adoption of the opinion already written favoring National. This carried by a 4-3 vote with Comr. Craven voting against, along with Comrs. Hyde and Bartley. Next, a motion was made and carried unanimously to reconsider the decision. Comr. Bartley followed this with a motion to instruct the staff to write an opinion favoring applicant L. B. Wilson Inc. Comr. Craven seconded this motion, which was defeated by a 4-3 vote (Comr. Hyde also for; Comrs. McConnaughey, Lee, Doerfer, Mack against).

Comr. Craven insisted this participation

STORY CONTINUES *page 32*
INTERIM REPORT *pages 30-31*

have been under consideration for the last few weeks, were distributed to other agencies two weekends ago.

The suggested SEC standards of conduct were praised by Sen. Proxmire as "an excellent beginning" in establishing a "firm moral code" for the independent agencies. The Wisconsin Democrat said he particularly liked the first section which bans gifts of any kind from persons with whom the agency does business.

The proposed canons of ethics for the five members of the SEC is an expansion of the current standards of personal conduct for SEC members and employes.

In addition to the usual bans on engaging in business related to the scope of the Commission, accepting gifts, favors or services, divulging confidential information, and becoming unduly involved with persons outside the government through frequent and expensive social engagements, the canons more specifically spell out other touchy areas.

Sections of the proposed code pointedly are based on recent revelations brought out by the Harris Legislative Oversight Committee's investigation of the FCC.

For one thing it behooves members to "exhibit a spirit of firm independence and reject any effort by representatives of the executive or legislative branches of the government to affect their independent determination of any matter being considered by the agency."

For another, it calls on members not to become indebted in any way to persons who are or may become subject to their jurisdiction. No member should accept the loan of anything of value or accept presents or favors from persons who are regulated or who represent those who are regulated."

The code continues that members should avoid discussing judicial matters with persons outside the agency. It affirmatively states, however, that it is the "duty" of a commissioner to solicit the views of interested persons in their rule-making and administrative functions.

"Insofar as it is consistent with the dignity of his official position," the canons read, "he should maintain such contact with the persons who may be affected by his rule-making functions as is necessary for him fully to understand their problems, but he should not accept unreasonable or lavish hospitality in so doing."

The proposed rules go one step further; they state that a member should not "permit the impression to prevail that any person may unduly influence him, that any person unduly enjoys his favor or that he is unduly affected in any way by the rank, position, prestige or affluence of any person."

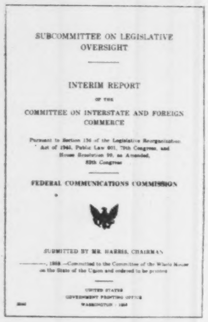
SEC commissioners are Mr. Gadsby, chairman; Andrew Downey Orrich, Harold C. Patterson, Earl Freeman Hastings and James C. Sargent.

The agency was formed in the early days of the New Deal to police the stock market.

All of the five, independent regulatory agencies have codes for their employes, and, in some cases, these apply to the members also.

Some of the agencies also have rules of conduct for practitioners.

All of these standards of conduct call for probity, honesty, and responsibility [Government, March 3].



SUBCOMMITTEE ON LEGISLATIVE OVERSIGHT

INTERIM REPORT

OF THE

COMMITTEE ON INTERSTATE AND FOREIGN COMMERCE

Pursuant to Section 136 of the Legislative Reorganization Act of 1946, Public Law 601, 79th Congress, and House Resolution 99, as Amended, 85th Congress

FEDERAL COMMUNICATIONS COMMISSION

SUBMITTED BY MR. HARRIS, CHAIRMAN

———, 1958.—Committed to the Committee of the Whole House on the State of the Union and ordered to be printed

UNITED STATES
GOVERNMENT PRINTING OFFICE
WASHINGTON : 1958

THE INTERIM REPORT

The House Oversight Subcommittee last Friday sharply criticized the behavior of some FCC Commissioners and recommended stiffening the law under which they operate. Here, slightly condensed, are the principal comments and conclusions.

CONDUCT OF FCC COMMISSIONERS

(a) Relationship with industry

The extensive hearings held by the subcommittee on the conduct of the members of the FCC have revealed that over the years a pattern has developed of questionable conduct on the part of some members of the Commission and on the part of some industry organizations and members of industry who are subject to Commission regulation. The questionable propriety of some of this conduct, in the opinion of the subcommittee, has seriously undermined public confidence in the FCC, thus affecting adversely the administration of law by the Commission.

Some members of the industry, as the record shows, have followed a practice of providing excessive entertainment for the members of the FCC and the Commission staff. The subcommittee feels that such entertainment does not lend itself to the establishment of a proper relationship between the independent regulatory commissions and those who are subject to regulation by such commissions.

To the extent that members of the FCC find it necessary, in the course of the performance of their official duties, to attend meetings sponsored by industry organizations, the subcommittee feels very strongly that such attendance should be at government expense.

The subcommittee is not at all certain that the benefits to be derived from the wholesale attendance by members of the Commission at industry meetings and the participation of individual members in promotional events are commensurate with the time and effort devoted to these affairs. The Commission has followed the practice of attending these meetings for many years, but the important industry problems which have been pending before the Commission for many years, such as clear channels, daytime broadcasting, the possible modification of frequency allocations for television stations, and network regulations, to name only a few, still remain on the Commission's agenda. This leads the subcommittee to suggest an increase in the amount of time spent on the solution of these industry problems would bring greater benefits to the public and the industry than the continuing fruitless debate of these problems at industry meetings.

In this connection, the hearings have revealed the unsavory practice engaged in by representatives of some industrial concerns of charging business expenses and using the names of members of the FCC as justification for such expenses, while actually such entertainment did not occur. These practices, the subcommittee feels, are utterly indefensible. They blacken the names of members of independent regulatory agencies who have no way of defending themselves against such practices.

(b) Per diem

The record in the hearings shows that several members of the FCC have engaged in the practice of accepting per diem in spite of the fact that industry organizations or members of the industry actually paid hotel expenses and other expenses of some of these commissioners. Such practices undermine public confidence in the commissioners and must be avoided.

The question of the propriety and legality of such conduct is of concern not only to members of the FCC but to members and the staffs of other independent regulatory commissions and executive agencies. The rulings and testimony of the Comptroller General given this subcommittee are ambiguous and in conflict.

The subcommittee feels very strongly that there is an urgent need for clarification by the Comptroller General.

(c) Delays and pressures

The hearings held by the subcommittee on ch. 10 in Miami, Fla., have revealed the pressures brought on some members of the Commission. Pressures of this kind cannot be tolerated. It is the purpose of the subcommittee, through the views and recommendations contained in this interim report, to relieve the FCC from pressures of an improper character.

The subcommittee is concerned about the long delays which have occurred in rendering final decisions in adjudicatory proceedings and in important rulemaking proceedings. Such delays have contributed to an increase in pressure of the kind referred to above. It will be the purpose of this subcommittee to submit additional legislative recommendations aiming at eliminating some of these serious delays. The subcommittee has in mind, for further study and consideration, provisions of the Communications Act of 1934, as amended, which enable competitors to delay the grant of licenses and other provisions of the act which prevent the Commission from utilizing effectively the services of members of the Commission staff.

(d) Furnishing of equipment

Over the years there has grown up in the industry the practice of making available to members of the FCC radios, color and black-and-white television sets, and other equipment which have been installed and serviced in the homes of individual Commissioners at the expense of industrial concerns which are subject to regulation by the Commission. While members of the Commission, particularly during development stages of new uses of radio and tv, may well need to have easy access to such equipment, the subcommittee believes that the present practices with respect to furnishing such facilities are undesirable. Furthermore, the subcommittee has serious doubt whether some of the equipment which has been so made available would meet the test of being needed by the members of the Commission, in the public interest, in order to enable them to follow new technical developments. Finally, the subcommittee feels that the furnishing of some of these facilities to the Commissioners was not in the public interest but in the interest of promoting the business of the industrial concerns which furnished the equipment.

The subcommittee believes that the Commission itself should examine into this subject, applying the most stringent standards of propriety, and take such action as will remedy a situation which has brought on much public criticism and provide an orderly and well-publicized method of obtaining such equipment.

LEGISLATIVE RECOMMENDATIONS

While the hearings with respect to the FCC have not been completed as yet, the hearing record contains enough information with respect to some phases of its operations to warrant certain legislative recommendations. Specifically, the subcommittee recommends that changes in the Communications Act of 1934, as amended, are desirable with respect to the matters listed below, and amendments have been prepared for this purpose.

(1) Code of ethics

The hearings have dealt at great length with the conduct of individual Commissioners, including ex parte contacts with interested parties, acceptance of loans and gifts, excessive fraternization and payment by industry of the travel expenses of some of the Commissioners and their wives.

Certain conduct of some of the Commissioners in this regard indicates that they were insensitive to the requirements of their high office. In some instances, a strict interpretation of the provisions of the Federal Communications Act and the United States Criminal Code may lead to the conclusion that federal law has been violated. The decision whether such violations, if any, should be prosecuted must be left to the Dept. of Justice.

In another section of the report, the subcommittee has recommended that the Communications Act be amended so as to make the provisions prohibiting ex parte contacts more stringent.

This still leaves for consideration the question of how to deal with other aspects of personal conduct which have come under scrutiny in these hearings. The subcommittee feels that even the most detailed statutory provisions enacted by the Congress, or the most detailed code of ethics adopted by a commission, cannot avoid leaving areas of doubt—which must be resolved by those who are supposed to be governed by the code of ethics.

Nevertheless, the subcommittee feels that there are two important advantages to be gained from a statutory requirement that the FCC adopt a code of ethics which shall be published in the *Federal Register* and which shall be revised periodically to keep apace with changing developments. These advantages are that (1) it will require the members of the Commission to consider carefully, and discuss with each other, what the particular provisions should be of the code of ethics, and (2) the publication of such a code in itself should have salutary effects. The subcommittee, therefore, recommends adoption of an amendment to the act requiring the Commission to adopt and to revise from time to time a code of ethics for members of the Commission and the Commission staff, as well as former members of the Commission and the Commission staff, designed to promote the observance of high ethical standards in matters related to activities of the Commission. The amendment would require publication of the code in the *Federal Register*.

(2) Honorariums

The hearing record before the subcommittee indicates that the provision in Sec. 4 (a) of the Communications Act of 1934 with regard to honorariums produced unfortunate and regrettable results which are not in the public interest.

It appears that in some instances honorariums and compensation were accepted while at the same time per diem payments were collected from the Federal Government. Such a result does not appear to have been the intent of Congress when in 1952 it added by Public Law 554, 82d Congress, an exception to the prohibition of outside employment of Commissioners or staff members, so as to permit acceptance of a reasonable honorarium or compensation for the presentation or delivery of publications or papers.

The original intent was to permit honorariums or compensation for the publication of technical books or the oral delivery of bona fide technical papers. However, there has grown up a practice of accepting honorariums or compensation for the delivery of goodwill speeches on the occasion of semisocial or promotional industry gatherings or the inauguration of radio and television stations or other affairs publicizing new industrial developments. This practice would appear to stretch the original intent considerably.

The subcommittee recommends that the "honorarium" provision be stricken from the Communications Act of 1934.

(3) Ex parte contacts

The Communications Act of 1934, as amended, contains prohibitions against ex parte contacts in cases of adjudication. Section 409 (c) (2) prohibits ex parte contacts on the part of any person who has participated in the presentation or preparation for presentation of such cases during hearings before an examiner or examiners or the Commission. The statute thus fails to reach ex parte contacts with Commissioners or the Commission staff by persons other than those who participated in the presentation or preparation for presentation of such case before the examiner or the Commission.

The hearing record before the subcommittee on the ch. 10 case in Miami indicates that several ex parte contacts on behalf of two of the principal contenders for the license were made or attempted to be made both by persons who did and by persons who did not participate in the presentation or preparation for presentation of the case before the examiner.

It is imperative that the Commission as well as the competing parties be protected by law from any attempt at influencing off the record the decision of the Commission.

It is, therefore, the opinion of the subcommittee that section 409 (c) (2) should be amended for the following purposes: (1) To make the prohibition apply to ex parte contacts by any person, except certain Commission personnel; (2) to require that any Commissioner or staff member receiving an ex parte communication shall place such communication (or a memorandum stating the circumstances and substance of such communication if such communication was made orally) in the public record in the case; and (3) to provide that the secretary of the Commission shall transmit to each party a copy of such communication or memorandum.

Any failure on the part of any Commissioner or staff member to comply with the provisions of this subsection would constitute misconduct of a character which would justify, if the seriousness of the offense warrants it, appropriate disciplinary action, dismissal, or removal.

It is doubtful whether the law should be left in a state where ex parte contacts are ruled out in adjudicatory proceedings, while the implication is left that they are permissible in rulemaking proceedings even though formal hearings on the record are conducted by the Commission in such proceedings. It seems illogical, for example, to prohibit ex parte contacts in a case where an applicant seeks a television channel in a competitive proceeding but to let the law remain silent in a case of rulemaking where a television channel in a particular community may be added or deleted.

However, the subcommittee is aware of the distinction which has been made traditionally between adjudicatory proceedings and rulemaking proceedings and it desires to study further through open hearings on this subject the question of whether the ban on ex parte contacts now limited to adjudicatory proceedings should be extended to rulemaking proceedings as well.

(4) Removal of Commissioners

The hearings held by the subcommittee thus far indicate the need for an appropriate amendment to the Communications Act of 1934 providing for the removal for cause of any member of the FCC.

Provisions authorizing the removal of members of independent regulatory agencies are contained in the organic acts of other such agencies. For example, the Federal Trade Commission Act, the Interstate Commerce Act, and the Civil Aeronautics Act provide that members of these agencies are removable by the President "for inefficiency, neglect of duty, or malfeasance in office."

In order to guarantee the independence of independent regulatory agencies, the removal authority of the President with regard to any member of such agency should be expressed in language as clear and unambiguous as possible. Therefore, the subcommittee recommends that the Communications Act of 1934 be amended by providing that the President may remove any member of the Commission "for neglect of duty or malfeasance in office, and for no other cause."

was not a vote on the merits of the case but merely a parliamentary procedure. He voted for an opinion favoring L. B. Wilson so the FCC would have two decisions before it ". . . in order that I might have an opportunity to discuss the entire case with the commissioners, a matter which was denied me because I was not present when the original instructions were given," he explained. In such an event, he felt, he then would have been able to vote on a final decision after having participated in a discussion of merits of the two proposed decisions.

When a final vote was taken on the National grant in February, Comr. Craven said he did not participate because he was not present for oral argument or initial instructions and "I would have possibly committed a reversible legal error." All in all, he said, the question of influence in the Miami ch. 10 case had been "highly overplayed."

WITNESS: Comr. Ford

Comr. Frederick W. Ford, whose FCC appointment was confirmed last August, told the subcommittee that the only expenses he has drawn since joining the Commission were $1.50 for taxi fare. In fact, the newest commissioner said, many of his closest broadcasting friends "have kept strictly away from me" since his appointment to the Commission.

When asked if he had a color tv set on loan in his home, Comr. Ford replied: "As a matter of fact, I have seen color tv only once and that was four years ago." The only long distance call he has made since joining the Commission concerned the hiring of a legal assistant, he stated.

WITNESS: Ex-Comr. Webster

Mr. Webster, a member of the Commission from 1947-56 (he was replaced by Comr. Craven) was asked about two trips for which the government paid per diem and subcommittee records show NAB paid the hotel bill. The witness said he was "mystified" that NAB paid the bills because he was under the impression he had paid them personally.

The propriety of allowing industry representatives to pay hotel bills was discussed at one time while he was on the FCC, Mr. Webster said, and the general opinion was this is an acceptable practice. However, he said, he made very few trips while a commissioner and was not often invited to speak.

He still has an RCA color receiver loaned to him, he said, but NBC is "privileged to get the set at anytime." He denied Frank (Scoop) Russell, NBC Washington vice president, or anybody else told him to keep the set. "They were of immense value to us [commissioners]," he told the subcommittee.

"No one at any time, in industry or otherwise," talked or attempted to talk to him about the Miami ch. 10 case, Mr. Webster testified. He said "terrific goings-on" among Miami principals in the case were evident but that he had no personal knowledge of just what this amounted to. In fact, he said, one of the principals was "rude" in avoiding talking to him when the two met in a Miami restaurant while the case was pending.

WITNESS: Comr. Doerfer

After spending three days answering personal misconduct charges early last February [GOVERNMENT, Feb. 10], Chairman Doerfer returned to the stand Monday to further explain industry contacts and trips he has taken since becoming a member of the FCC. The chairman estimated that over a five-year period he has taken approximately 40 trips on official FCC business.

Rep. Harris thought this was a conservative estimate and criticized all commissioners for spending too much time on the road and not enough tending to the FCC workload. He stated: ". . . I am just wondering if the members of the Commission had not felt compelled to attend too many invitations by the industry in these conventions and things that have too much the appearance of a vacation instead of actual official business. . . .

"Is it necessary for several members of the Commission to go on these things at the same time, together with several members of the staff? . . . It seems to me these various things . . . should be very, very carefully considered and this business of going off and the industry running up a big expense and charging it to public officials when they don't even participate in it at all, seems to me is intolerable."

Comr. Doerfer agreed that in many instances his name was used, when actually he was not even present, to justify an expense account. The commissioner also hit out at "influence peddlers" and "name-droppers" who do not have any influence.

On the five airline tickets furnished FCC by NBC for the Sarnoff dinner, Comr. Doerfer said it is possible he and Mrs. Doerfer used two of them since the government was not charged. However, he could not account for the remaining three and all other commissioners denied using NBC transportation to attend the dinner.

In filing his income tax returns since becoming a commissioner in 1953, Comr. Doerfer said he has listed seven honorariums totaling $2,100. Even with the honorariums, he has consistently lost money on industry trips, he testified.

WITNESS: Ex-Comr. McConnaughey

Former FCC Chairman McConnaughey told the subcommittee about ex-parte meetings he had with principals in two applications for the hotly-contested ch. 5 Boston and one of the applicants for ch. 4 Pittsburgh, a case under Justice Dept. scrutiny. Mr. McConnaughey said he lunched with Robert Choate, publisher of the *Boston Herald-Traveler* (WHDH-TV), which won the ch. 5 grant, and had a second meeting with Forrester T. Clark, principal in one of the losing applicants.

Mr. McConnaughey claimed he kept the conversations away from the pending case and that Mr. Choate "just wanted to meet me." He said later two men from the *Boston Globe*, which strongly protested a grant to the *Herald-Traveler*, came to his office and "read the riot act" over the *Herald-Traveler* application. Mr. McConnaughey also told about a luncheon with Earl F. Reed, applicant for ch. 4 Pittsburgh, and that he changed the subject from the pending case "as soon as I could."

Commerce Secretary Sinclair Weeks did not contact him about Boston ch. 5, Mr. McConnaughey said. "I honestly do not know . . ." he said, when asked if Mr. Weeks had any interest in the case. He denied the White House had ever interferred in any case and said most executive contacts had to do with security matters.

Like other witnesses, Mr. McConnaughey was confronted with a long list of trips and 10 pages of telephone calls. He said he kept no record of incoming telephone calls or visitors because both came "in a steady stream." He was questioned at length about a five-week trip to Europe in the summer of 1956. This cost him, he said, over $800 out-of-pocket for his expenses, plus those of Mrs. McConnaughey who accompanied him.

The former FCC chairman replied "none whatsoever" when asked if he had received any gifts or loans from the industry. "For many years, I never made less than twice as much as I made . . ." while serving on the FCC, he said. He hit former subcommittee counsel Bernard Schwartz for "smear and character assassination" tactics. He said members of the regulatory agencies are "very high-type, honorable folks."

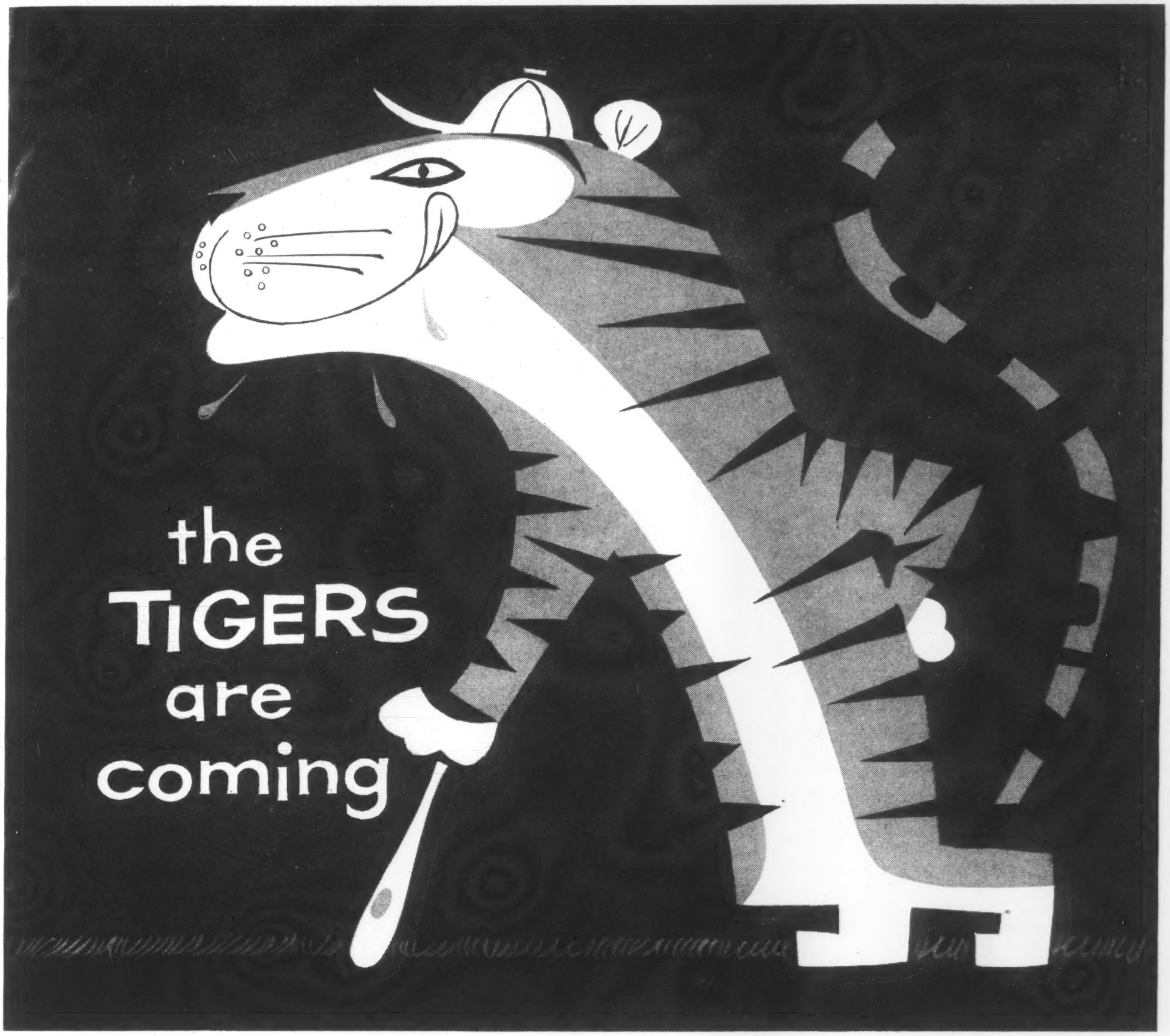
Jerry Carter, Florida Democratic National committeeman, was the only person who ever approached him regarding the Miami ch. 10 case, Mr. McConnaughey testified. He said he never discussed the case with Comr. Mack and had made up his mind how to vote even before the oral argument was held.

"I thought the examiner was completely wrong . . ." he said, because the examiner failed to take into consideration Mr. Katzentine's past broadcast record in the operation of WKAT Miami Beach, Fla. Mr. McConnaughey said the reasons he voted for National Airlines are set forth in the printed decision "which, as far as I'm concerned, speaks for itself." L. B. Wilson Inc. would have been his second choice for the ch. 10 grant, Mr. McConnaughey said.

It would not be a good idea to rotate the FCC chairman every year, Mr. McConnaughey maintained, because it takes a chairman that long to get thoroughly acquainted with his job.

Mr. McConnaughey said he paid RCA $200 for the color tv receiver "loaned" to him while he was a commissioner. This amount was paid in December 1957 after he had determined the set would work in his Columbus, Ohio, home, he stated. Mr. Lishman pointed out a new model was delivered to Comr. McConnaughey's home in March 1957 and asked the witness if he did not know, at that time, that he was leaving the Commission in June. Mr. McConnaughey replied that he had been "toying with the idea" for some time.

Mr. Lishman also read an RCA invoice carrying the color sets in Commission homes



Again, WJBK delivers the big baseball-minded Detroit market

Michigan's most result-producing independent radio station carries the complete 1958 schedule of Detroit Tiger baseball games—night and day, at home and away. This is the 11th consecutive year WJBK has been selected for complete coverage of Tiger games.

10,000 Watts Days—1,000 Watts Nights—1500 KC

DETROIT'S BASEBALL STATION

WJBK

THE MODERN SOUND OF RADIO IN
DETROIT

National Sales Office: 625 Madison Ave.
New York 22, PLaza 1-3940
Represented by the **KATZ AGENCY, INC.**

Storer Broadcasting Company

WJBK	WSPD	WJW	WIBG	WWVA	WAGA	WGBS
Detroit, Michigan	Toledo, Ohio	Cleveland, Ohio	Philadelphia, Pa.	Wheeling, W. Va.	Atlanta, Ga.	Miami, Florida

211,051 Bill Wagners...

In 1794, Gen. Anthony Wayne built a fort to fight the Miami Indians. No trace of it remains today, but its history lives on in the people that make up Fort Wayne, Indiana and the Fort Wayne television market . . . because people . . . not sites, make cities and markets . . . people like Bill Wagner, a skilled machinist in a factory manufacturing agricultural machinery.

Prosperous hard-working Bill and his family are typical of the 211,051 television families that are the Fort Wayne television market . . . families that look to WANE-TV CBS for their news and entertainment . . . families with buying incomes of over $1,250,000,000.

Smart advertisers want to reach these 211,051 Wagner families. They do it over WANE-TV CBS as more of these families watch WANE-TV than any other station in the billion-dollar all-UHF Fort Wayne market. Represented by Petry.

Sources: Area ARB 11/57; TV Mag 3/57 & 2/58, Copyrighted . . . Sales Management 1957.

WANE-TV
FORT WAYNE

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis at a value of $10. "In other words, they gypped me," Mr. McConnaughey retorted.

WITNESS: Ex-Comr. Hennock

"I'll answer anything; just ask me," former Comr. Frieda Hennock told the subcommittee on taking the stand Thursday and she kept this promise during subsequent testimony. Counsel Lishman said there were no instances where Miss Hennock—in married life Mrs. William Simons—received government per diem and at the same time had her hotel bill paid by the industry. "I know, I never took any trips—wasn't invited," she replied.

Rep. Emanuel Celler's (D-N. Y.) charges of monopoly against the networks found a champion in Miss Hennock. She charged "monopolistic interests," identified as the three tv networks and AT&T, completely dominate the industry. She cited the failure of uhf as ample proof of this contention.

"They [networks] don't want 3,000 stations; they want 300," the witness charged. Regardless of how many channels were assigned to Washington (for instance), she said, only the number of stations wanted by the networks would be on the air.

She said nobody with official standing in Washington ever discussed the possibility of her reappointment to the FCC with her. "I knew of the impossibility" of reappointment but knew nothing of the "possibility," she said. "I assumed I was marked for extinction," she said, and was "kicked off the Commission unceremoniously." She was succeeded by Comr. Mack.

Miss Hennock told about hearing "rumors" of the way "certain large interests" felt about her work on the Commission. She said if these interests did not approve of her actions, she thought she was doing a good job. Mr. Lishman asked if "monopolies control appointment of members of the Commission," and Miss Hennock replied: "You can draw your own conclusions. The fact is, I fought these interests and was not reappointed."

As with other witnesses, Mr. Lishman asked Miss Hennock about numerous trips and telephone calls made while she was a commissioner. In practically every instance, she explained, they concerned her efforts to boost educational television, for which she was highly commended by several of the Congressmen.

A majority of the trips were made over weekends to New York, her home state "because I didn't want to miss a Commission session," Miss Hennock said. She explained efforts to interest the New York Board of Regents in backing an educational uhf operation. If the board had done this, she maintained, each of the 48 states would now have an operating educational station and "ultra high wouldn't be dead."

She said a call to former President Harry S. Truman also involved educational television. Mr. Truman, who appointed Miss Hennock to the Commission, at one time called all the commissioners to the White House and asked them to reserve channels for educational use, she said.

Miss Hennock did not remember exactly why she called Mrs. India Edwards, former Democratic National Committee official, but assured the subcommittee it was on official business. She said Mrs. Edwards "got me my job" on the FCC.

On the color tv set placed in her home, Miss Hennock said she and other comissioners "resented" them and did not want the sets. She said efforts to have her state congressional delegation watch color in her home on a Monday night, when color was offered, were unsuccessful because "none of the New York delegation is in Washington on Mondays."

The witness was asked about the FCC sharetime grant of ch. 10 Rochester, N. Y., in March 1953 to WHEC-TV and WVET-TV. Minutes of FCC meeting at the time the grant was made, Mr. Lishman said, show the vote actually was 3-3 but a final decision was granted on a 3-2 vote with Miss Hennock abstaining. The witness said this was the FCC interpretation, her's was that a legal quorum was not present. Although not voting, she issued a strong dissenting opinion. She told the subcommittee she felt the case was not properly on the meeting agenda.

Miss Hennock termed the FCC's Sixth Report and Order "the worst thing that ever came out of the Commission." She said a proposed code of ethics should include legislative matters as well as adjudicatory proceedings. "To me," she added, "the dirtiest work was done in rulemaking proceedings," a legislative process.

In a lengthy exchange with Rep. Harris, a pay tv foe, Miss Hennock said she favored pay tv in a form limited to uhf outlets in multi-station markets. She said toll operations should be limited to 15% of the station's time.

PLAYBACK

QUOTES WORTH REPEATING

WJTN DEFENDS RADIO-TV

WJTN Jamestown, N. Y., used its prerogative to editorialize in replying to criticism, made in a speech at Jamestown by William Stringer of the Christian Science Monitor's *Washington bureau, that radio-tv too often treat news as "a show." The editorial, voiced by Si Goldman, WJTN president, said in part:*

Let's look at Mr. Stringer's charge that the broadcast media treat news as "a show." It's a serious charge, indeed.

We pick up a copy of a New York newspaper with wide circulation. Its headline story concerns a scandal involving movie stars. Also featured on the first two pages are items about an ax murder, two sex crimes, and juvenile gangsters. News on the national and international scene is relegated to the back pages.

Of course this paper is an exception. Its policies are not the policies of the average newspaper across the country. But exceptions, too, are radio and television stations which make "a show" of the news. Every substantial poll taken in the United States shows that listeners consider radio news the fairest and most honest. Radio established an unprecedented reputation for news reporting and fairness during World War II—a reputation it never relinquished. . . .

As the number of daily newspapers has tended to decline in this country, the number of radio stations has tended to grow. . . . Today there are 18 states without locally competitive daily newspapers. In these instances, radio is the only competitor to the local daily paper and in many communities the hometown radio station is the only source of fresh local and community news. This situation has placed heavy responsibility upon radio stations . . . and they recognize their responsibility and work hard to meet it.

RULES FOR EDITORIALIZING

WHAS-AM-TV Louisville do not broadcast editorials because the stations are owned by the Louisville Courier-Journal *and* Times *and because editorial opinions are "the province" of these newspapers' editorial columns, Victor A. Sholis, WHAS-AM-TV vice president and director, said in a statement in the* Times. *But Mr. Sholis said he would recommend editorializing by non-newspaper-owned stations under these specific rules:*

1. The opinions broadcast would reflect the thinking of the station licensee and not individual employes.
2. The station licensee would assume full responsibility for the opinions expressed.
3. The editorials would not be casual or off-the-cuff judgments, but would be the documented product of research and study by an editorial staff disassociated from the station's news department.
4. Most frequently these editorials would probably deal with local and regional issues.
5. The editorials would be clearly identified as such, would be carried completely apart from regular newscasts, and would not be delivered by newscasters.
6. Comparable and equal opportunity would be given responsible persons and groups who disagree with the station's editorials to express their differing opinions on the air.

Broadcasting editorials under such rules would give stations additional stature in the community.

CONFERENCE CALL FOR CREATIVITY

- **Visual communications sessions convene in New York**
- **Brainstorming, conformity come in for special attack**

Criticism of brainstorming and conformity and a call for more humor and individuality highlighted the third Visual Communications Conference of the Art Directors Club of New York last Wednesday and Thursday. The annual conference was held in conjunction with the 37th Exhibit of Advertising and Editorial Art & Design (see page 84). The theme was "Creativity in Visual Communications."

A separate luncheon session Tuesday featured the Art Directors Awards ceremony. Wednesday morning's keynote address was by conference chairman Paul R. Smith, president and creative director of Calkins & Holden, New York. Said Mr. Smith:

"It seems very interesting that the advertising business which is supposed to be so highly dependent on creativity and which employs so many high-priced creative personnel and whose competitive practices place such a high premium upon creativity should be so laggard in its investigation of this phenomenon. We are entrusted with the expenditure of $10 billion every year with a gross commission of $1.5 billion and yet the best the advertising business has been able to come up with are some generalities about the handling of creative people and the technique of brainstorming. While better than no technique at all (because it does produce ideas where none existed before), brainstorming is at best an empirical method with little or no basic understanding of the creative process as it is being revealed by contemporary scientific investigation. . . . Not only has the subject (of creativity) been woefully neglected with the result that most people don't know about it, but for some reason or another most people don't want to know about it. There is resistance to knowing about it . . ."

But, as the conference wore on, resistance melted quickly. To make some of the cut-and-dried material more palatable, ADC invited humorist-pianist Victor Borge to talk about "creativity in humor," and jazzman Eddie Condon to talk about "creativity in music."

During Tuesday's awards luncheon, ADC President Walter Grotz, art director of McCann-Erickson's Marschalk & Pratt Div., presented 14 ADC medals and 43 certificates of distinctive merit. He also introduced this year's winners of the club's annual "Management Awards." Among this year's recipients and their citations:

Marion Harper Jr., president of McCann-Erickson: ". . . for inspiration and encouragement given to the art directors of McCann-Erickson throughout the world, resulting in a consistently high standard of visual excellence in advertising produced for its clients."

George V. Allen, director of the U. S. Information Agency: ". . . for outstanding efforts in presenting American culture and traditions to the peoples of the world through USIA sponsorship of traveling exhibitions and its information libraries."

Morse G. Dial, president of Union Carbide Corp.: ". . . for the high standard of excellence maintained in its advertising; and for the integrated design program conceived at UCC resulting in an outstanding example of the use of graphic art to establish corporate identity." Howard S. Bunn, UCC executive vice president, accepted the award in the absence of Mr. Dial.

In the sessions that took place Wednesday and Thursday, a host of salient points were made by numerous speakers. Among them:

- Victor Borge: The role of humor in advertising—especially on tv—is not to move goods but to create a climate of acceptability for and friendliness to the sponsor. There is too little humor on tv these days, and the amount that exists is often interrupted by "those idiotic three minutes of nonsense" on behalf of a product that is little different from another product. Too often, an advertiser will lose the friendship he has built up through his star "midway in the commercial."

- George Avakian, vice president of World-Pacific Records, former Columbia Records executive and jazz expert: The advertising-radio-tv industry ought well to consider, for commercial purposes, using more of the creative talents and improvisations of the *avant-garde* composer. He said the "right step in the right direction" has already been taken by NBC-TV (which retained composer Carlos Surinach to score the theme for that network's color peacock identification, CBS-TV (which has used composers David Diamond for *See It Now* and Norman Della Joio for *Air Power* and *Seven Lively Arts*) and Robert Saudek Assoc. (which six years ago had "modernist" Henry Cowell score the "Sun Theme" for *Omnibus*).

A DISSENTING VOICE

An unexpected rebuttal to "the false statements and unfair attack" on brainstorming was offered late Thursday afternoon from the floor at the third Visual Communications Conference by Willard O. Pleuther, BBDO vice president in charge of brainstorming and communications. Mr. Pleuther, angered by the "unwarranted" and "untrue" statements offered by art director Saul Bass (see this page) asked conference chairman Paul R. Smith for "equal time." Mr. Pleuther dismissed the Taylor (Yale U.) report on brainstorming cited by no less than eight speakers as "a fine piece of research" that did not involve the "successful application of brainstorming." He said that Dr. Sidney Parnes of the U. of Buffalo had analyzed the "Yale foursome" (so named because its panel consisted of only four members as against BBDO's 15) as inconclusive since that group met for only 12 minutes at a time (as against BBDO's 60-90 minutes) and got the problem at the time of the meeting (as against BBDO's practice of issuing, in outline form, the "problem" some 24-48 hours ahead of meeting).

- Saul Bass, motion picture and advertising designer and art consultant: As uniformity is achieved by the technical society and business community, efficiency increases, creativity decreases. Mr. Bass said, the concept of the repetitive advertisement is vital to our mass production-mass economy system but, he asked, "at what price?" He declared that industry, particularly many blue-chip advertisers such as AT&T and General Foods Corp., is realizing that there is more to corporate success than profits and is sending its executives back to college to study the classics and the humanities. He dwelt on brainstorming, said that the BBDO-conceived science of Groupthink (see IN REVIEW, page 14) "inhibits creative thinking . . . restrains the freedom of open criticism and non-conformity . . . makes individuals pursue an identical train of thought." Basing his opinions on a thorough investigation of brainstorming by Yale U.'s Dr. Donald W. Taylor, Mr. Bass said that this development can "only be useful in giving birth to gadgets or their visual or verbal equivalents. Gimmicks, gadgets and twists are, of course, invaluable but we must recognize that they also are quite superficial. At a time when the superficial has manifest value, it is not surprising that a systematic approach should arrive for its perpetuation. By implication, brainstorming obscures and confuses the real problem, which is that creativity—like freedom—is indivisible. Creativity is a total process. It cannot be isolated in the experience of individuals and turned on and off like a faucet every Thursday afternoon." Mr. Bass noted, "We have had several years of togetherness sponsored by McCall Corp. I would like to propose a few years of aloneness'."

- Dr. M. F. Agha, consultant, art director and designer: Advertising is not an art in the purest of senses; it is a conception of art —"creativity within a rigid framework of established forms, canons and formulas with a great body of precedent as a base." It is hard to be "original" in advertising, Dr. Agha pointed out, citing that the best of ads are usually the product of two or three or more contributors, "with dozens of bystanders, calling various precedents to the team's attention and otherwise trying to get into the act." He concluded: "Under these often trying circumstances the creative originality in advertising becomes a matter of knowing everything that was done before, and cribbing only from the least known examples."

Of particular interest to the representatives of the advertising agency field was a lengthy presentation on creativity in marketing today, delivered by Remus A. Harris, new products manager of Colgate-Palmolive Co.'s toilet articles division. Mr. Harris minced few words, charged that the country was suffering from "a hangover of production-minded thinking in a total marketing economy." Specifically, Mr. Harris felt that management today tries to sell what it can make, rather than make what it can sell. "No one can sell what no one will buy," he declared, citing the current auto lag in Detroit as a case in point. For three years up to 1958, he maintained, "American consumers had paid the bill for the cars . . . they were statistically and financially ready to buy. But when the public saw the designs offered by Detroit, it stopped, looked again and decided to wait. Result: Automobile inventories backing up, production cut and a rush to get the 1959 models out early."

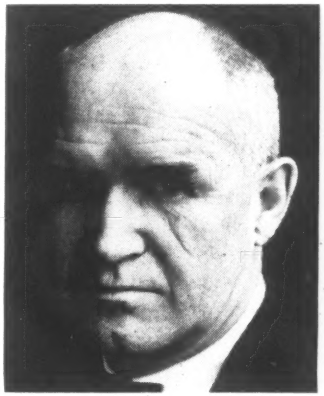
He said that America "has changed from a sales economy to a purchase economy; people do not want to be sold, people want to buy, [as] witness the success of the supermarket and its self-service principles and the decline of the local grocery store. . . ." "When women help themselves their purchases are usually larger than anticipated, particularly when merchandise is scientifically arranged. . . ."

The challenge: "We must be creative marketers . . . we must be creatively marketing-minded, and that means consumer-oriented and consumer-minded. No longer *caveat emptor* but *caveat mercator.*"

The suggestion: "More emphasis on brand development for brand marketing departments such as exist at Procter & Gamble and General Foods, who know that "the consumer is boss. They know it is their first job to find out what consumers need and want in their products . . . and then produce brands that will meet these needs and desires."

The most unusual "speech" of the entire session was played, not read. Guitarist Eddie Condon was joined by trumpeter Rex Stewart, drummer George Wettling, pianist Eddie Schroeder and other musicians, in a demonstration of creative improvisation. Their rendition of "Muskrat Ramble" and other Dixieland pieces left little doubt that pure jazz isn't pure; it's the "living end" of creativity.

SIX VOICES AND A GUITAR

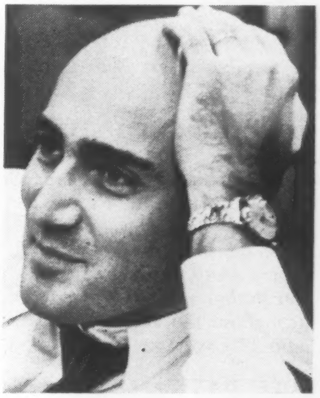


PAUL SMITH, *president, Calkins & Holden:*

"Creativity has been so neglected that most people don't know about it . . . and most people don't want to know about it."

VICTOR BORGE, *humorist-pianist:*

"Too often, an advertiser will lose the friendship he has built up through his star midway in the commercial."



GEORGE AVAKIAN, *vice president, World-Pacific Records:*

"Advertising should use more of the creative talents and improvisations of the *avant-garde* composer."

M. F. AGHA, *consultant, art director and designer:*

"Advertising becomes a matter of knowing everything that was done before and cribbing only from the least known examples."

SAUL BASS, *movie-advertising designer and art consultant:*

"We have had several years of 'McCall's' Togetherness. I would like to propose a few years of 'Aloneness'."

REMUS A. HARRIS, *Colgate-Palmolive toilet aritcles division:*

"America has changed from a sales economy to a purchase economy: People do not want to be sold—they want to buy."

EDDIE CONDON, *guitarist:*

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

FLIGHT PLAN • KLM Royal Dutch Airlines, N. Y., last week launched extensive advertising campaign, to include use of spot radio in eight major market cities—New York, Philadelphia, Washington, Miami, Houston, Chicago, Los Angeles and San Francisco. Three drives are planned, each running for five weeks, on stations with "quality audience." Agency: Erwin Wasey, Ruthrauff & Ryan, N. Y.

TAFFY PULL • Gold Medal Candy Corp. (Bonomo's Turkish taffy), Brooklyn, N. Y., placing four week tv campaign in major eastern and midwestern markets effective this Saturday (April 12). Campaign, geared for children's programs, is essentially contest calling for identification of famous persons. Emil Mogul Co., N. Y., is agency.

DESSERT TIME • Parti-Day Inc. (marketer for dessert toppings), Oak Park, Ill., through D'Arcy Adv., Chicago, to use tv spots (60-, 20- and 10-second ID's) initially in Chicago on test basis, expanding to other markets starting in May.

NEW PRODUCT DRIVE • Purex Corp., South Gate, Calif., has started an introductory campaign for Bat Guano, plant food whose distribution Purex is handling in Southern California, using radio, tv and newspapers. Potts-Ray, Los Angeles, is agency. As larger shipments are available, distribution and advertising will be extended throughout the West and eastward until full national coverage has been obtained.

GOLF DATE • Miller Brewing Co., Milwaukee, through Mathisson & Assoc., Milwaukee, has signed to sponsor one-half of ABC-TV's *All-Star Golf Tournament* when it returns to air next October. Matches for next season will be filmed starting tomorrow (Tues.) in Miami, network announced. Miller had same sponsorship agreement during present season.

NEW WAFER • King Kone Corp. (Old London line of Melba products and other snacks), N. Y., is introducing new wafer product, Pizza-Rino, this week with spot schedule in New York, Philadelphia, Columbus and Cleveland. Spots should be on air in most or all markets by April 21 for initial six-week run. Station lineup as of last week: WPIX (TV) and WCBS-TV New York, KYW-TV Cleveland, WBNS-TV Columbus and Philadelphia stations to be determined. As many as 30 spots weekly will be used. National distribution is expected by Sept. 1 for product that is distributed through chains and independent grocery stores. Richard K. Manoff Inc., N. Y., is agency.

DIXIE DELUGE • Dixie Cup division (Dixie Cup home dispensers, refill packages, etc.) of American Can Co., Easton, Pa., has ordered saturation campaign on NBC-TV calling for sponsorship of quarter-hour segments of each of network's 11 daytime programs as well as participations in *Today* and *The Jack Paar Show*. Campaign will run for one month beginning April 17. Hicks & Greist, N. Y., is agency.

GROUCHO SPONSORS • Toni Co., through Tatham-Laird Inc., Chicago, has renewed Groucho Marx's *You Bet Your Life* for fall on NBC-TV in new time period, Thurs., 10-10:30 p.m. EST, effective late September or early October. Program will replace Rosemary Clooney *Lux Show* in that segment, with Lever Bros. (sponsor of latter) assuming other half of *Life* dropped by DeSoto (through BBDO).

Pabst-Pepsi Merger Is Talked by Pabst

Speculation that talks may be reopened looking toward a possible "merger or consolidation" of Pabst Brewing Co. with Pepsi-Cola or perhaps with other companies was revived last week.

Conjecture arose after Pabst's management slate, headed by Harris Perlstein, chairman and president, won a bitter proxy fight over a stockholder committee Thursday.

After the battle John Toigo, who resigned as vice president and marketing director of Joseph Schlitz Brewing Co. to seek the Pabst presidency, reported he would continue working for the Pabst-Spaeth stockholder group.

Mr. Toigo plans to remain in the group's employ at a maximum $50,000 annual salary and to research Pabst merchandising problems. He resigned his reported $100,000-per-year post at Schlitz after a two-year tenure.

Throughout the stockholders' meetings, Mr. Perlstein reiterated he favored merging with Pepsi-Cola "if it would help Pabst." He added that if management won, exploratory talks may be renewed with Pepsi-Cola or other firms, with a view to a possible merger or "straight-out acquisition." He noted previous discussions with Pepsi had bogged down because of the proxy issue [ADVERTISERS & AGENCIES, March 24].

Between them, Pabst and Pepsi-Cola probably spent $15-20 million in advertising last year, with both clients heavy in television. (Pepsi allocated over $3 million to spot and Pabst equal amounts of about $1.5 million each for spot and network in tv.)

Final tally of the proxy fight, announced Thursday, showed the Perlstein management group with 2,266,298 shares (55.1%) and 1,759,399 (or 42.78%) for the insurgent slate headed by David Pabst and Carl J. Spaeth. A total of 4,028,693 of 4,112,377 shares outstanding were voted. After the results, Mr. Perlstein said he would remain as president "for the time being."

Mr. Spaeth warned that Pabst should adopt "creative merchandising methods" lest it continue to drop farther behind its competitors. One of the charges voiced by the rebel group was that present Pabst management has "frittered away" advertising monies on televised fights and that total 1956 expenditures represented $1.99 a barrel, "the highest in the industry."

During the proxy hearing Mr. Toigo described Pabst's problems as essentially those of "marketing, sales, merchandising, advertising and promotion."

Kudner Shifts Continue; Newman, Millard Leave

The second realignment of the executive staff at Kudner Adv., New York, in two months was announced last week following the resignation of two key agency executives —Paul E. Newman, executive vice president, and J. W. Millard, a vice president and secretary.

Both Messrs. Newman and Millard were long-time executives on the General Motors Corp. account, the large portion of which has been withdrawn from Kudner. Last December the Buick Div. of General Motors (estimated billing: $23 million), announced the termination of its 22-year association with Kudner and two weeks ago GM's Frigidaire and GMC Truck & Coach divisions (estimated billing: $9 million) withdrew their business from the agency [ADVERTISERS & AGENCIES, March 31].

No reasons were specified for the resignations of Messrs. Newman and Millard.

At the same time, C. M. Rohrabaugh, president of Kudner, announced changes in the board of directors and the executive committee "in order to strengthen the agency's operation." New directors are Robert W. Bode, Andrew G. Diddel, Charles W. Doughtie, Donald Gibbs, Robert Murray Haig, William A. MacDonough, Rodger S. Harrison and Charles A. Holcomb. They will serve with other board members including Mr. Rohrabaugh, Charles R. Hook Jr., William J. Griffin Jr., Amedee J. Cole and John H. Sheldon.

New members of the executive committee are James F. Black, Mr. MacDonough and Mr. Holcomb. Carl Phares Jr. was elected secretary of the agency.

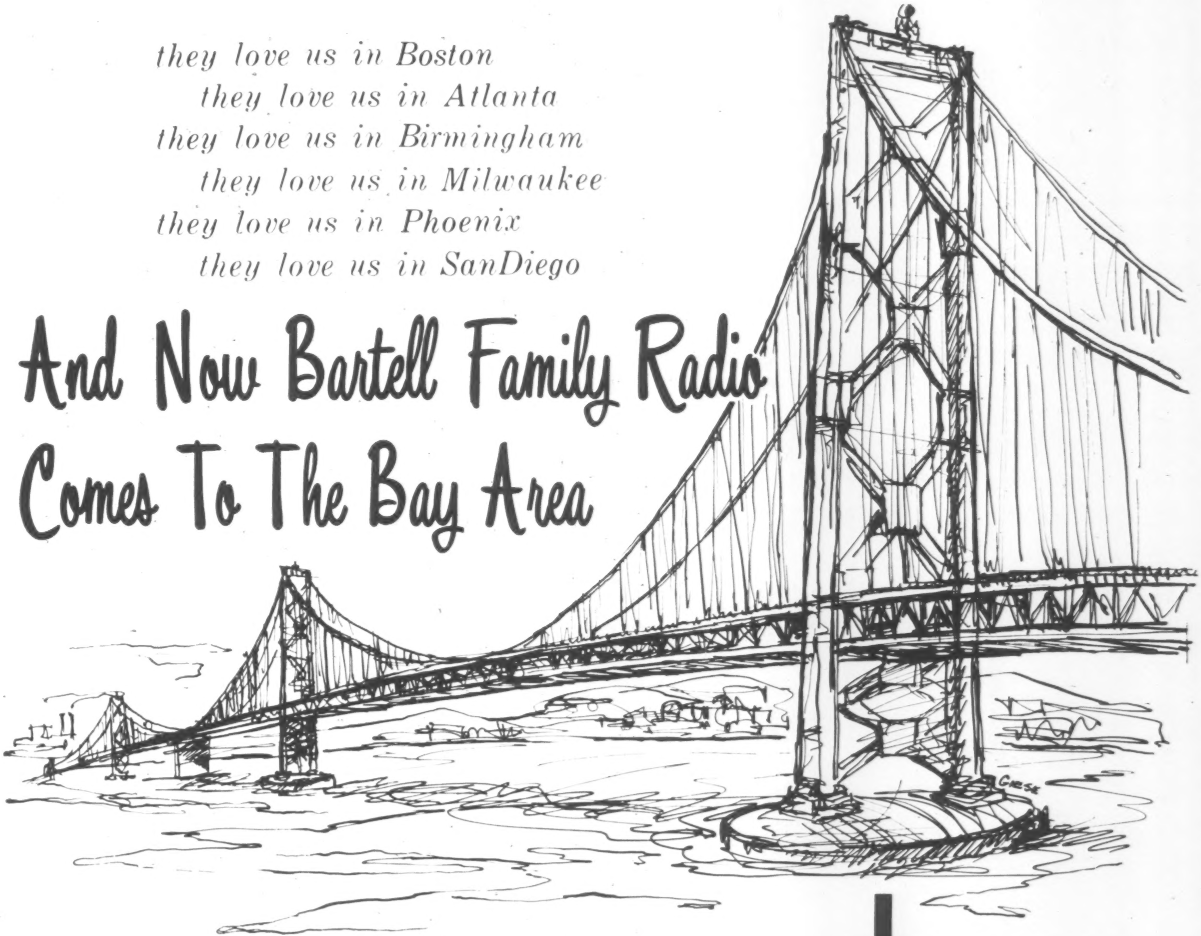
Vincent F. Aiello, copy chief, has asked to be relieved of his responsibilities as a director and a member of the executive committee, but will continue as copy chief.

Compton, CN&P in Pact

Compton Advertising Inc. has announced an affiliation agreement with Carvel Nelson & Powell Adv. Agency, Portland, Ore. Compton accounts will get regional servicing in the Pacific Northwest from CN&P. Compton, with offices in New York, Chicago, Milwaukee, Los Angeles and San Francisco, will provide CN&P with service in consumer and industrial marketing, merchandising, media research and creative advertising. While details are being completed CN&P will maintain its name and operational procedures in Portland and will continue to function as a fully-staffed agency for local clients.

they love us in Boston
they love us in Atlanta
they love us in Birmingham
they love us in Milwaukee
they love us in Phoenix
they love us in SanDiego

And Now Bartell Family Radio Comes To The Bay Area



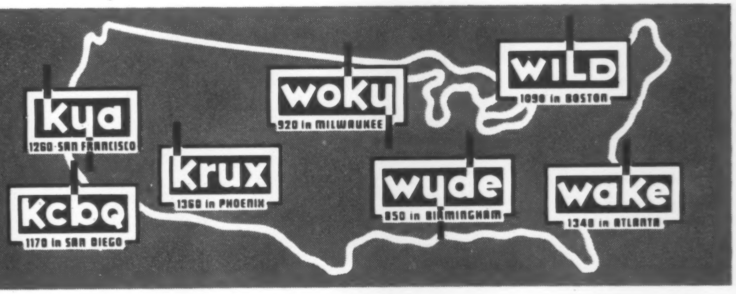
San Francisco will love kya

1260-SAN FRANCISCO

Research reveals remarkable market variations. Bartell Family Radio creates exciting programing based upon local predilections, customs, tastes. Golden Gate people will love this radio because it is uniquely San Francisco.

Bartell It... and Sell It!

BARTELL FAMILY RADIO
COAST TO COAST


kya
1260-SAN FRANCISCO
kcbq
1170 in SAN DIEGO
krux
1360 in PHOENIX
woky
920 in MILWAUKEE
wyde
850 in BIRMINGHAM
WILD
1090 in BOSTON
wake
1340 in ATLANTA

AMERICA'S FIRST RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY The KATZ Agency

seems even funnier from here!

Take Danny Thomas. He has been a funny fellow for a long time. But it wasn't until he appeared on the CBS Television Network that a nationwide audience laughed him into the Top Ten—where he has been ever since.

Is he funnier than he used to be? Perhaps. For nothing stimulates a performer like applause. And programs in almost every category get the most applause on the CBS Television Network.

Take *"Gunsmoke,"* television's highest rated Western.

Take *"G. E. Theater,"* television's highest rated weekly drama.

Take *"Alfred Hitchcock Presents,"* television's highest rated mystery.

Take *"I've Got a Secret,"* television's highest rated quiz show.

Take the four *"Lucille Ball-Desi Arnaz Shows,"* television's highest rated "special" broadcasts this season.

And take the average program on the network's schedule.

This schedule has consistently won television's largest average nighttime audience in the *65 consecutive Nielsen Reports* issued between July 1955 and now.*

Since success, like laughter, is contagious, advertisers have discovered that good products, like good programs, do better on . . .

THE CBS TELEVISION NETWORK

***NTI First March, 1958, 6-11 pm**

TV AD ACCEPTANCE IN FUND STUDY

- **Taste standards, BMI-ASCAP feud also on 'tentative' list**
- **Already under scrutiny: FCC-government, toll tv, ratings**

How far has The Fund for the Republic gone in its planned "study" of the television medium since it was announced last December [GOVERNMENT, Dec. 23, 1957]?

The answer: the fund has mapped out a broad and general area of inquiry. According to current plans, the fund expects to cover several aspects of television, including a consideration that it review "television's standards for acceptable advertising, with a special inquiry into the new subliminal type of advertising."

In addition to advertising acceptance on tv, the fund would concern itself with broadcaster use of musical composition and most likely touch on the BMI-ASCAP situation.

The fund already has embarked in three areas: the governmental study (particular reference to FCC policies); "an objective study of the problems presented by proposals for toll television," and an examination of audience rating systems.

The advertising acceptance study is one of five areas still being considered but not yet entered. The other four include: (1) an analysis of how the mass media are "interrelated," (2) a study of broadcasters and a survey of the "structure of television," (3) an inquiry into the controversy over the use by broadcasters of musical compositions and other creative works (presumably the BMI-ASCAP feud) and (4) a study of the "interpretations of 'good taste' and the effects upon television programs of 'the requirements of national security.' "

The mass media project (primarily television) already has a tentative budget—about $240,000 for this year. (The fund's current plans and allocation can be compared to the FCC's Network Study Staff that spent two years and $221,000 in investigating television network activities.)

The fund is an independent non-profit institution set up originally with Ford Foundation millions. It was established in 1952 with grants totaling $15 million. As of June 30, 1957, the fund had spent a total of $8.5 million in various projects centering on civil liberties and freedoms.

Here is the history of the tv study: Nearly a year ago, the fund's board of directors decided to "concentrate on a searching examination of the questions facing Americans in preserving a free society under 20th Century conditions." Basic issues of freedom and justice now involve more than traditional issues as formed in the 18th Century, the board determined, and thus last June announced it would go into a number of questions. Among these are some institutions which did not exist at the time of the Bill of Rights: "the modern corporation, the labor union, the media of mass communications, the organized political party."

It did not take long for the fund's Committee of Consultants on the Basic Issues to find that in the mass communication field, television wields tremendous power and influence. Robert M. Hutchins, the fund's president, said as much when he noted last December that "surveys have shown that people spend more time with television than with magazines, newspapers and radio combined.

"The latest estimates indicate that more than 41 million American homes have television sets and these sets are in operation several hours a day. It has become increasingly clear that television is having a tremendous impact on our society."

The first phase of the inquiry—that of government and the FCC—was described formally as "a study of the application of the First Amendment's guarantees of free speech to the medium of television and an analysis of the role of the FCC as a regulatory body in this field." This phase, though underway, has a long way to go.

But already well on its way is an inquiry into the toll tv vs. free tv controversy. An independent survey of the field is being conducted for the fund by Robert W. Horton, a writer associated with the fund (formerly director of the National Defense Advisory Commission and a former Scripps-Howard columnist in Washington and at one time a news commentator with CBS).

The fund has people at work sifting and studying the voluminous material on the governmental phase (and with the current hearings in Congress and at the FCC, the material is coming in at a faster pace than it can be digested)—a "tremendously complex field," a fund executive explains.

In addition to having assigned a survey on toll tv, the fund is looking over the problem of audience ratings. And, the fund, it is learned, has been making round-robin calls on network executives and the network's top news directors, gathering information and leads for the inquiry.

Eric F. Goldman, Princeton U. professor and Bancroft prize winner, has special responsibility for the mass media study. Prof. Goldman also is a member of the consulting committee which recommended the project. Three members of the fund's board of directors act as liason directors and Frank K. Kelly, a vice president with the fund, is staff director for the project.

P&G Staying With 'Loretta'

Procter & Gamble has signed a new contract with Loretta Young for 1958-59 season following expiration of a five-year NBC pact for the *Loretta Young Show*. Production of the new series starts in July. Miss Young will be hostess on all shows, starring in some herself, and presenting 18 with guest stars. Negotiations with NBC are now in progress for syndication of films broadcast over the past five years.

Blauhut Heads Parkson Tv-Radio

Don Blauhut will represent Parkson Adv. in the supervision of all network shows of its client, Pharmaceuticals Inc. and that firm's J. B. Williams Co., both of New York. Mr. Blauhut, associate television and radio director at Parkson, becomes director of tv and radio, Ted Bergmann, Parkson's president, announced last week.

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EST)

CBS-TV

April 8, 15 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

NBC-TV

April 7-11, 14-16 (3-4 p.m.) *NBC Matinee Theatre*, participating sponsors.

April 7, 14 (7:30-8 p.m.) *The Price Is Right*, Speidel through Norman, Craig & Kummel and RCA Victor through Kenyon & Eckhardt.

April 8 (8-9 p.m.) *George Gobel Show*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

April 9 (9-10 p.m.) *Swing Into Spring*, Texaco through Cunningham & Walsh.

April 10 (7:30-8 p.m.) *Tic Tac Dough*, Warner-Lambert through Lennen & Newell and RCA Victor through Kenyon & Eckhardt.

April 10 (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

April 12 (8-9 p.m.) *Perry Como Show*, participating sponsors.

April 12 (10:30-11 p.m.) *Your Hit Parade*, Toni through North and American Tobacco Co. through BBDO.

April 13 (7-7:30 p.m.) *My Friend Flicka*, sustaining.

April 13 (8-9 p.m.) *Steve Allen Show*, S. C. Johnson & Son through Needham, Louis & Brorby, U. S. Time Corp. through Peck Adv. and Greyhound through Grey Adv.

April 13 (9-10 p.m.) *Dinah Shore Chevy Show*, Chevrolet through Campbell-Ewald.

April 15 (8-9 p.m.) *Eddie Fisher Show*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

April 15 (9-10 p.m.) *Jerry Lewis Show*, Oldsmobile through D. P. Brother.

April 16 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

Outstanding
ON THE DETROIT SCENE

AMBASSADOR BRIDGE

Familiar landmark to Detroiters, the Ambassador Bridge, world's longest international suspension bridge, links Detroit and Canada. Almost 3,000,000 cars traversed its 1,850-ft. span in 1957.

CHUCK BERGESON
Genial Host of WJBK-TV's
"Ladies' Day"

On the air continuously for over 8 years and the only show of its kind in Detroit, Chuck Bergeson's "Ladies' Day" (Monday thru Friday, 9:30-10 A.M.) is a consistent daytime favorite in the 1,900,000 TV homes served by WJBK-TV. Celebrities *ask* to appear on "Ladies' Day," and women's clubs book months in advance to join the fun in person. More than 200,000 women have participated in the studio audiences during the program's 2,080 consecutive telecasts since 1950.

One in a series of local personalities and features, complementing the fine CBS program lineup, that make WJBK-TV a vital force in Detroit.

WJBK-TV

CHANNEL (2) **DETROIT**

100,000 watts, 1,057-ft. tower • Basic CBS
Full color facilities

A STORER STATION

Represented by THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N. Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, Cal.

BIG STAKES RIDE RUBINSTEIN TEST

- **Cosmetic maker may renew tv's Caesar-Coca team after trial**
- **Company's media history explains coolness to spot tv, print**

On Sept. 29, 1957—24 hours after her advertising agency, Ogilvy, Benson & Mather, first presented the idea of sponsoring comic Sid Caesar and his troupe—the Princess Artchil Gourielli-Tchkonia met with several ABC-TV executives in her plush, 26-room Park Avenue triplex to sign a forceful "Helena Rubinstein" to the contract that would wed her multi-million-dollar, world-wide cosmetics empire to network television for a "try-out" of 18 weeks.

This "test"—and Rubinstein officials regard it as just that—is to end officially May 25 and by then will have cost the advertiser an estimated $1.75 million. Present indications point to possible renewal of *Sid Caesar Invites You* (ABC-TV, Sun., 9-9:30 p.m.) with speculation centering on whether the show might be enlarged to 60 minutes with Rubinstein picking up 50% of the tab. Ratings over the past two months have been fluctuating from very high to very low—the latter the night of March 2 when Bob Hope was pitted against Caesar, with Hope scoring 33 and Caesar 9. But "we don't go by ratings," says a Rubinstein advertising official. "We're only interested to see whether the goods move." Apparently they are moving.

The Rubinstein-Caesar-Coca announcement came as somewhat of a surprise to the broadcast industry, although it was no secret that Mr. Caesar and Miss Coca had been talking reconciliation terms since early last summer. The industry's surprise was not unjustified: Rubinstein, ranking eighth among those cosmetics firms which bare their corporate earnings, had tried tv for an 11-month period during 1955-56, spent $750,000 in fiscal 1956 in 34 markets and then dropped tv to return to print.

What made Rubinstein change its corporate mind and return to tv? The reasons are numerous and complex, even though an ABC-TV executive sums up the situation as follows: "It was simply a marriage of simple economics and necessity conducted by a man who knows his show business." The man: Oliver Treyz, ABC-TV president.

Mr. Treyz is only part of the story. The rest can be found in a look at Rubinstein's corporate standing in the cosmetics industry. Founded in 1902 in Melbourne, Australia, by the Polish-born, self-taught beautician, then 31, the Rubinstein empire began to grow in 1908 when Miss Rubinstein (leaving the Australian salon in the care of her sisters, Ceska and Manka) opened a 20-room "Maison de Beaute" in London and began catering to the aristocracy. In 1912, she took her business to Paris and in 1915 to New York. Meanwhile she developed many "firsts" in skin treatments, the upshot being that for the next 20 years Rubinstein had a virtual monopoly in the beauty-preparation field. At this time, the name Revlon first cropped up as a potential rival with a new opaque nail polish; Elizabeth Arden likewise began to appeal to those who could afford beauty treatments. But it wasn't until the age of television that Rubinstein realized it was being passed—in the retail end of the business—by sleeker and harder-selling competitors such as Avon (door-to-door distribution only), Chesebrough-Pond's, Helene Curtis Industries, Max Factor, Toni, Shulton, Coty, and, of course, Revlon.

At the time Rubinstein first tried spot tv, its No. 1 competitor was Revlon. It still is. Where Rubinstein had spot, Revlon had network and therein lies the crux to this tale. Explains Sara Fox, Rubinstein advertising director: "We could introduce a new product only to find that one of our network-using competitors likewise would come out with a similar product. The upshot was that they had the national audience in one fell swoop and we didn't." Miss Fox says "it isn't polite" to cite specifics, but beauty fashion industry observers can cite numerous instances of the Rubinstein vs. Revlon battle; Rubinstein in the early fifties marketed Deep Cleanser, a liquid skin cleanser, using print through the years; subsequently, on tv, Revlon introduced Clean 'n Clear. To make matters worse, Toni Div. of Gillette Co., another tv network user, introduced its Deep Magic liquid skin cleanser. (Now, armed with a network show of its own, Rubinstein reassuredly has marketed Dew-Kissed lipstick, a moisture-laden brand, beating out Revlon with its Lustrous Lipstick. The battle right now is 50-50.)

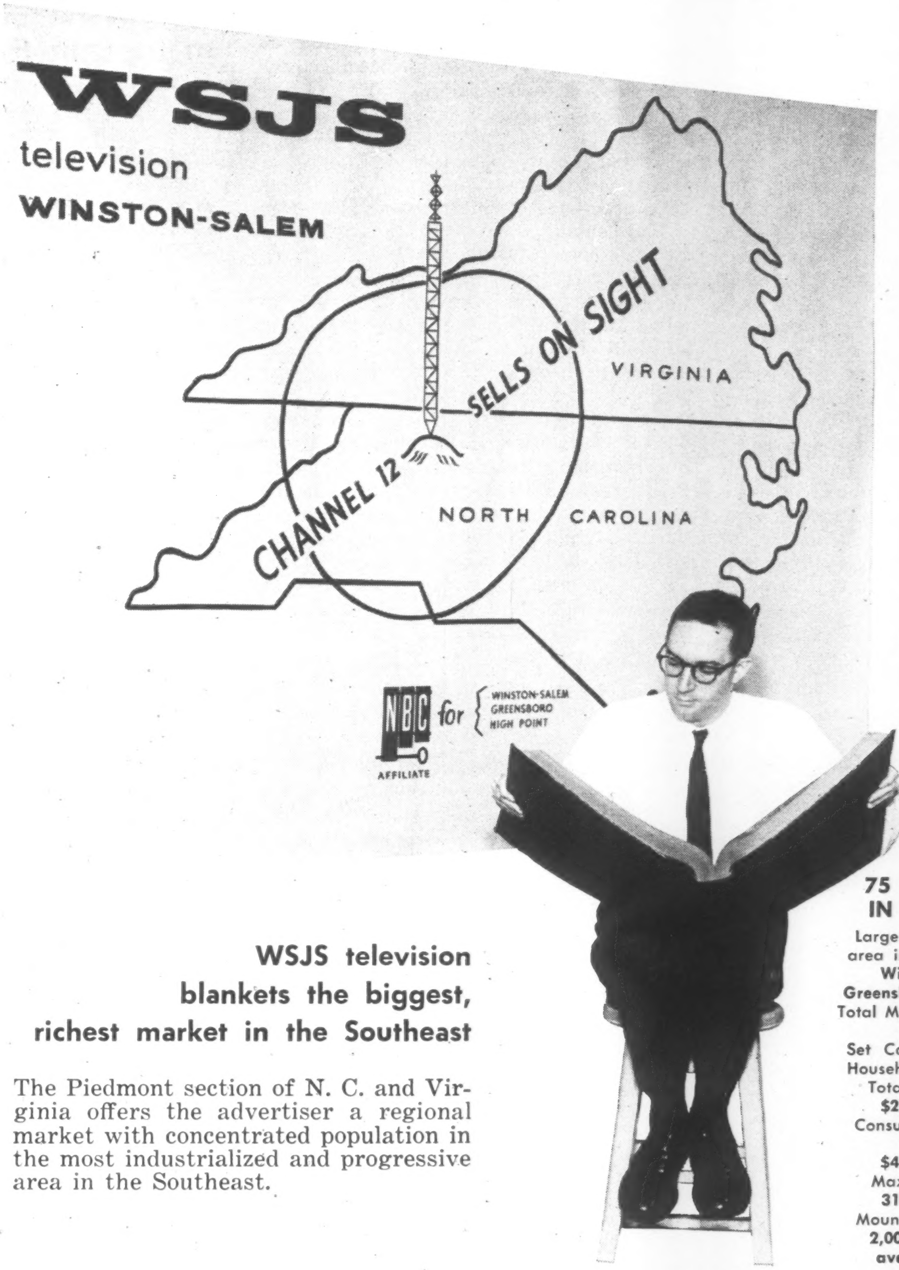
What bothered Rubinstein more than the fact that its rivals had money to spend in network was that spot tv wasn't living up to all it claimed it could do for cosmetics. Explains Larry Wechsler, Rubinstein advertising manager: "We've built our business on demonstration and we want to demonstrate on tv. But you can't do a thorough job in 20 seconds." He referred to the paucity of one-minute spots in Class A time. "The stations told us that if we wanted prime evening time, we'd have to settle for the short spots—or nothing at all." So Rubinstein got out of tv.

And when it learned the hard way that it doesn't pay to introduce new products in print when the competition has tv, Rubinstein called a halt to such new product introduction, concentrating on building and de-

RUBINSTEIN SALESWOMEN: HERSELF (L) AND LIZ ALLEN

. . . in fact

WSJS television outsells all other stations in Piedmont North Carolina and Virginia


WSJS
television
WINSTON-SALEM
SELLS ON SIGHT
VIRGINIA
CHANNEL 12
NORTH CAROLINA
NBC for WINSTON-SALEM GREENSBORO HIGH POINT
AFFILIATE

75 COUNTIES IN 4 STATES

Largest metropolitan area in the Piedmont:
Winston-Salem
Greensboro, High Point
Total Market Population:
3,198,000
Set Count — **606,109**
Households — **831,500**
Total Retail Sales
$2,936,261,000
Consumer Spendable Income—
$4,121,456,000
Maximum Power
316,000 Watts
Mountain top Tower
2,000 feet above average terrain

WSJS television blankets the biggest, richest market in the Southeast

The Piedmont section of N. C. and Virginia offers the advertiser a regional market with concentrated population in the most industrialized and progressive area in the Southeast.

Our current Market Data Book with complete information and coverage maps is available.

WSJS television
CHANNEL 12 • **WINSTON-SALEM**

CALL HEADLEY-REED, REPS.

veloping its arsenal within the corporation. Thus, when it got into network this past January, Rubinstein not only had the Dew-Kissed lipstick on hand, but also Mascara-Matic, the first automatic waterproof mascara applicator; Beauty-Dew, billed as the first liquid cold cream in cosmetics history; a moisture agent named Skin Dew, and the full line of Color-Tone shampoos. (Though Rubinstein has been known longest for its specialized products in the premium price line—such as estrogenic hormone preparations—the Sid Caesar-Imogene Coca program will be used primarily to push competitively priced items.)

To match its competitors dollar for dollar, Rubinstein has even borrowed their technique of using a "spokeswoman" to build the corporate and product image. Revlon has its Barbara Britton and Factor its Polly Bergen and Anne Jeffreys, but Rubinstein is taking a flyer with a relatively unknown personality, Broadway ingenue Elizabeth Allen, who won the lead in Peter Ustinov's "Romanoff and Juliet" last year.

Miss Allen's job has been made considerably easier because the name Helena Rubinstein is so well known. Motivational researcher James M. Vicary—a man better known these days as the inventor of the subliminally-projected tv commercial—was retained seven years ago by OB&M to conduct a word association poll among 51 women representing, in Mr. Vicary's estimation, a cross-section of the average cosmetics consumer. When asked what word they associated with "Rubinstein," 27—over 50%—replied either "Helena" or "cosmetics." Four more said "lipstick," 3 said "makeup," and the rest mentioned such non-cosmetics as the piano (after pianist Artur Rubinstein) and even "Serge" (after international banker-playboy Serge Rubinstein, murdered in his Fifth Avenue apartment several years later).

The *Sid Caesar Invites You* series has been described by some industry people as "a good deal." No one at Rubinstein denies this, least of all Madame Rubinstein herself who still maintains a shrewd woman's eye on bargains while conducting the top management role of her firm. In terms of investment, the $80,000 a week (time and talent) represents 75-80% of the total January-June national advertising appropriation. The Rubinstein advertising department considers the network deal to be one of the best it ever made. Some oldtimers in the firm dispute this privately, but one thing is certain: best or not, the Rubinstein-Caesar contract may be one of the fastest deals negotiated in recent broadcast history.

Last summer, ABC-TV's Mr. Treyz, then vice president of that network, had been seeking a way to bring Sid Caesar and Imogene Coca back together after an interval of three years. The comedian had left NBC-TV on his own. Miss Coca had severed her own NBC-TV contract a year earlier, claiming she wanted an "out" from guest appearances. Around that time, OB&M's David Ogilvy, a close friend of Madame Rubinstein, hired Hendrick Booraem Jr. as radio-tv vice president and instructed him to find a suitable tv show for the Rubinstein company. Messrs. Booraem and Treyz met one morning for coffee and Mr. Treyz made his pitch: "I can give you Caesar and Coca if you give me a sponsor." That night, Mr. Treyz had Mr. Caesar's signature. The next morning, Messrs. Ogilvy and Booraem and friends marched into the Rubinstein triplex and without benefit of charts or even a pilot film told the Princess that this was the show. She didn't say yes or no. For the next 12 hours, she merely called up all her friends and business acquaintances who were familiar with the old antics of Caesar and Coca. The next morning the spry, diminutive octogenarian called for the contract for signing.

INTERESTED PARTIES *(l to r): David Ogilvy, president of Ogilvy, Benson & Mather; Sid Caesar; Mme. Rubinstein; ABC-TV President Ollie Treyz.*

Although her sons by her first marriage, Horace and Roy V. Titus, both are active in running the show at Rubinstein, the decision was strictly hers.

Nielsen Is At Work On Instant Ratings

A. C. Nielsen Co. officially confirmed last week the development of its own tv instantaneous measurement device—and visitors to its Chicago headquarters have had an opportunity to see it in action.

The market research organization also said it has discussed the Instantaneous Audimeter device with network officials but has not actively tried to "promote" the instrument for use.

Nielsen has been conducting a "pilot stage operation" with a new audimeter in about two dozen Chicago homes since last fall and reports "continuing evolution and improvement." Similar tests were conducted in a like number of homes by Nielsen in Chicago and New York in 1946. The instrument is comparable in objectives to American Research Bureau's Arbitron, which will become operative this year.

Initial confirmation came out last week in *The Nielsen Newscast* March issue, reporting "considerable interest" by visitors who have seen the device. Nielsen reported "the I. A. automatically compiles homes-using television and station-audience data each minute round the clock, printing out (on tape) minute-by-minute and quarter-hour summaries."

Nielsen spokesmen describe the device as more utilitarian than eye-appealing, with "simplicity" as its keynote. It involves the use of telephone wires between the Chicago homes and Nielsen offices on a daily basis.

It's acknowledged that Nielsen has not actively publicized the instrument, primarily because of the cost factors involved at this time, but "some progress" is continually being made along this line. While Nielsen is not expected to begin instantaneous operations in the immediate future, there are indications it may do so before year's end.

Gamble Offers Agency Checklist

Robert M. Gamble Jr. Inc., Washington advertising agency, has prepared a booklet, *Patterns for Appraisal of Your Advertising and Merchandising Agency*. Checklists for agency performances cover points studied in the American Assn. of National Advertisers' *Frey Report* and are organized under these headings:

Sales and merchandising skills, business relationships with clients, departmental organization, agency's growth and financial stability, professional standards, backgrounds of agency personnel, and services to clients in advertising, merchandising, planning and management. Mr. Gamble, president of the agency, has offered *Patterns* free to anyone who writes for it on a business letterhead to 1025 Connecticut Ave. N. W., Washington.

SHINE ON HARVEST MOON – Portland, Ore.

85% ARB Share of Audience

HARD TO GET – Sacramento

81% ARB Share of Audience

COWBOY FROM BROOKLYN – San Antonio

66% ARB Share of Audience

GREEN LIGHT – Columbus, O.

76% ARB Share of Audience

Feature after feature

MANPOWER – Sacramento

59% ARB Share of Audience

THE SEA WOLF – Portland, Oregon

94% ARB Share of Audience

MY DREAM IS YOURS – New York City

60% ARB Share of Audience

KID GALAHAD – Boston

59% ARB Share of Audience

'VANGUARD' movies

DANGER SIGNAL – Wichita

53% ARB Share of Audience

EAST OF THE RIVER – San Antonio

84% ARB Share of Audience

LADY WITH RED HAIR – Cincinnati

81% ARB Share of Audience

HIGH SIERRA – Altoona

77% ARB Share of Audience

get the audience!

OBJECTIVE BURMA – Chicago

54% ARB Share of Audience

THE YOUNGER BROTHERS – Sacramento

84% ARB Share of Audience

WASHINGTON SLEPT HERE – Milwaukee

51% ARB Share of Audience

FIGHTER SQUADRON – Nashville

73% ARB Share of Audience

Not just a few "big" pictures—but every feature a proven audience winner! AAP's 'Vanguard' group of Warner Brothers features is good to the last reel. 30 of Vanguard's 52 pictures have been rated in the past—and there's not a single share-of-audience below 41%. Many are way up in the 80's and 90's. Why not let Vanguard chart *your* course to bigger share-of-audience figures! Wire, write, phone today.

a.a.p. inc.

Distributors for Associated Artists Productions Corp.
345 Madison Ave., Murray Hill 6-2323 **NEW YORK**
75 East Wacker Drive, Dearborn 2-2030 **CHICAGO**
1511 Bryan Street, Riverside 7-8553 **DALLAS**
9110 Sunset Boulevard, Crestview 6-5886 **LOS ANGELES**

Prices for individual pictures on request.

Why U. S. Steel expended $1 million in a two-year quest for a new image

There's a new look to U. S. Steel advertising. So new that it may even take into account television spot—marking the corporation's first use of non-network television—though probably not until late this year or early 1959. The purpose: to slam home the new corporate image of U. S. Steel.

U. S. Steel unveiled this "new look" last week. It is the end product of a two-year study of how better to sell Americans on U. S. Steel Corp. as a corporation, as well as to how better to sell Americans on more products made of steel.

U. S. Steel, which last year had a net income of $419.4 million in spite of a steady decrease of the total market—32 to 28.7% over the past 10 years—has good reason to make Americans more "steel conscious." So do its competitors such as Bethlehem, Republic, Inland, Crucible, Allegheny, National and Youngstown Sheet & Tube. The tried-and-true Wall St. maxim that "if you want to know the state of the economy, watch steel," took on considerable meaning last week as steel ovens were working at 48% of capacity, as Detroit laid off more auto workers and as aluminum salesmen told their customers of a two-cent per pound price reduction.

The "new look" has been in the making for two years [CLOSED CIRCUIT, March 10]. Its cost to date has been estimated at roughly $1 million (research and development); its execution will probably add in excess $2 million to its already fat corporate budget of $9 million (of which $3 million goes toward its alternate-week sponsorship of the Theatre Guild's *U. S. Steel Hour* on CBS-TV Wednesdays, 10-11 p.m. Coincidentally, the company last week announced renewal of the CBS-TV program for another year).

Before deciding on its new symbol and theme ("Today's U. S. Steels lighten your work . . . brighten your leisure . . . widen your world"), U. S. Steel and its agency, BBDO New York, called in Alfred Politz Research Inc. to conduct an exhaustive survey of what Americans thought of steel products generally, U. S. Steel in particular. Meanwhile, the design firm of Lippincott & Margulies fashioned a new "USS" logo which premiered on the *Steel Hour* last month.

According to Bennett Chapple, administrative vice president (commercial), Politz found that most Americans tended to associate steel with heavy machinery, strength and heaviness. They erroneously assumed stainless steel to be "much lighter and more reasonably priced . . . both, incidentally, untrue." And while the public gave U. S. Steel a high rating on product-oriented factors such as research and bigness ("bigness is greatness"), it knew little, if anything, about its divisions and subsidiaries such as American Bridge, American Steel & Wire, National Tube, Universal Atlas Cement, etc. In fact, less that 10% of the population, according to Politz, could tie these companies up with U. S. Steel although in many instances they had heard of the existence of these companies. Suggested Politz: publicize the fact that they are "part of the family."

BBDO recommended that since Politz had found that 66% of the population could associate and identify the "USS" trademark with U. S. Steel—a very high number—the logical solution would be to develop a way whereby all U.S.S. products could be tagged. Enter Lippincott & Margulies and the tri-colored symbol (see picture). Said Mr. Chapple: "We will execute an aggressive campaign to promote the use of the new mark on steel products as they leave the factory and as they go on display at the point of sale." The label will not identify U. S. Steel "products," as products made by U. S. Steel; a label which bears the tri-color symbol and the "lighten-brighten-widen" slogan will simply say steel." It will be offered by U. S. Steel to its competitors at cost in hopes of stimulating over-all steel sales. "Since we sell to just about everybody in the consumer product business, anything that helps steel helps U. S. Steel," a spokesman declared.

NEW LOOK LABEL is examined by Jack Brand and Sheila Jackson, team of commercial announcers on the *U. S. Steel Hour*.

In effect, U. S. Steel is doing what Aluminum Co. of America did three years ago. Only early in 1955, Alcoa—one of the four giant aluminum firms (with Kaiser, Reynolds, Aluminium Ltd.) cutting into much of Steel's business—was faced with a minor crisis: Defense Dept. orders had been cut considerably following the Korean truce; aluminum, which has grown like Topsy, had to find new markets to accommodate stepped-up production. Most logical market: the home. In June of that year, its agency, Fuller & Smith & Ross, New York, announced it would not be picking up the Edward R. Murrow-Fred W. Friendly' *See It Now* on CBS-TV (which Alcoa had been using as an institutional prestige program). Its reason: Alcoa was "going consumer." It came out with a new red-and-blue symbol and a slogan ("You Can Live With Aluminum"), and a tag ("We chose Alcoa . . .") which Alcoa customers could attach to their household products. In December 1955, Alcoa supplemented its NBC-TV *Alcoa Theatre* with a "vertical" sales push on that network; all day Dec. 6, Alcoa pushed its "new look" on network and, in some cases, spot.

Just how and when U. S. Steel will place its spot drives is still to be worked out. While U. S. Steel executives admit privately that at the outset such a push would be limited in size and expenditure, it is expected that much emphasis will be placed on co-op campaigns, either regionally (by U. S. Steel customers and/or by local dealers selling appliances made of U. S. Steel and bearing the new "trademark." (U. S. Steel managed to make considerable headway using the last-mentioned system on radio during "Operation Snowflake," both in 1956 and 1957). The new tag will be applied to all products made of U. S. Steel or by U. S. Steel subsidiaries and divisions working for the consumer. The Pittsburgh firm claims one-third of its business is geared for the home and farm, but it includes automobiles, which in turn account for 80% of steel produced for the consumer.

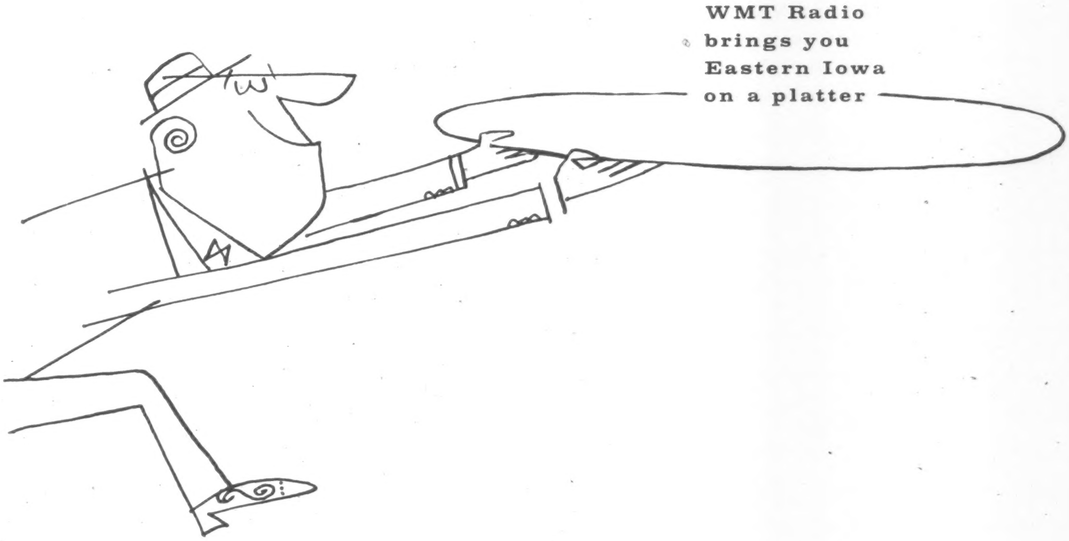
Just how much U. S. Steel will allocate to tv spot has yet to be decided. Mr. Chapple could offer no specifics nor could other officials of Steel's advertising department. (The company is presently placing "some tv spot" in the intermountain region on behalf of its fertilizer and chemical products, may use this schedule as a "test run" for the new label). Should U. S. Steel decide to splurge in spot (probably not until 1959) chances are that any large allocations would also include co-op funds. Spot is necessary in the company's ad plans; it knows that not everyone it wishes to reach watches *Steel Hour*. It also is aware of *Steel Hour's* excellent "sponsor identification" [ADVERTISERS & AGENCIES, Jan. 20] and realizes that to purchase another network show would merely diffuse that identification. Any way one looks at it, Steel's "new look" is quite a radical departure from the way it looked to media in 1937 when U. S. Steel's total ad allocation was $700,000.

Desilu's Hamilton Named Lever Bros. Tv Consultant

Lever Bros., which ranked as fourth largest national tv advertiser last year, has appointed A. E. Hamilton, a former vice president of Desilu Inc., as television consultant.

It is presumed that Mr. Hamilton in his capacity as consultant will offer the company advice on show properties including their audience appeal. It could not be determined whether he will recommend program formats for Lever, but a spokesman for the company said last week that this was "possible." Lever indicated in New York that Mr. Hamilton most likely will operate on the West Coast and concentrate on filmed properties. Edgar Kobak, station owner and business consultant, is a consultant to Lever Bros. in New York.

Lever in 1957 invested nearly $24 million at gross rates in national tv, more than $16.2 million in network and over $7.6 million in spot, according to compilations made by Publishers Information Bureau and N. C. Rorabaugh Co.


WMT Radio
brings you
Eastern Iowa
on a platter

The latest Pulse (Jan. '58) for WMT's 34-county area maintains a well-established pattern: WMT—in every rating period (5 a.m. to midnight, Mon. thru Fri.)— has more listeners (frequently twice as many, often three times as many) as the next most popular station.

WMT ● CBS Radio for Eastern Iowa ● Mail Address: Cedar Rapids ● National Reps: The Katz Agency

Frigidaire, GMC Truck & Coach Still Looking for New Agency

General Motors' Frigidaire and GMC truck & coach divisions accounts (with estimated total billings of $9 million) were still unassigned Thursday. The accounts withdrew from Kudner Adv. a fortnight ago [ADV. & AGENCIES, March 31].

Key principals for both divisions were busy all week talking with agencies, it was reported, but no decisions were forthcoming.

Among agency candidates, it was learned that Campbell-Ewald Co. (which has GM's Chevrolet) is "very much being considered," while McCann-Erickson (which recently inherited Buick) was reported "not under consideration," chiefly because it already has competing Westinghouse Electric Co. (refrigerators).

Other agencies bidding for Frigidaire reportedly included Benton & Bowles, D'Arcy Adv. and Ted Bates. A Frigidaire spokesman in Dayton, Ohio, merely reported "we are considering several agencies" and that a decision will be made "in due time," probably within the next two weeks.

Campbell-Ewald Co. emerges as a front-runner because it handles Chevrolet and Delco products and is in line for GM's Motorama showcase campaign. MacManus, John & Adams is considered a favorite for GMC truck & coach to complement its Pontiac-Cadillac accounts. Cutoff dates on Frigidaire and truck & coach accounts at Kudner are effective with the appointment of a new agency or agencies.

Taking Ratings at Face Value Is Slanting of Facts: Roslow

The intelligent user of broadcast research looks beyond the program's rating itself and considers how the rating was obtained; what it means and the competitive and historical record of the time slot, the program and the station.

This evaluation of the role of ratings in broadcast research was offered by Laurence Roslow, associate director of The Pulse Inc., New York, in a talk March 27 before the Television and Radio Advertising Club of Philadelphia. He emphasized that unless all the elements associated with a rating are ascertained, "the rating is just a figure that means only what its users want it to mean." He added:

"Since ratings are used by both program and sales people, it is obvious that each of them wants the ratings for a different purpose. Yet, too often each of them will use ratings without additional information and without knowing what they mean. If they invested in the stock market in so unintelligent a manner, their portfolios would be short on blue chips and overlong on blue sky shares."

New Ad Monthly to Debut in May

RKM Pub. Corp., 575 Madison Ave., New York, has announced a new monthly, *Madison Avenue,* "The Magazine of New York Advertising." Carl E. Rogers, who resigned last week as account executive with Donahue & Coe and formerly was with Lever Bros., is editor of *Madison Avenue.* Managing editor is Bill Greeley, formerly with *Tide* and *Television Age* magazines. The first issue will appear about May 5, aimed at executives of advertising agencies and client firms in New York. *Madison Avenue* will have controlled circulation.

COUNTER-PUNCH

An 896-line ad stressing television as "far and away America's top hard-sell medium" was placed in the *Wall Street Journal* last Wednesday by the Television Bureau of Advertising. The newspaper recently had run articles interpreted by TvB as de-emphasizing television's ability for hard selling.

Copies of the ad were distributed to TvB members with a note explaining that "with the talk of advertising cutbacks, the increase in corporate image concern, the public press neglect of the facts about television as a business, with the increasing importance of the banking-financial industry to the television industry, we thought it time that the story of today's television be presented." The note suggested that stations use parts of the ad on the air or place it in local papers, and also pointed up TvB's work with financial interests.

A & A SHORTS

J. Walter Thompson Co., Chicago, announces move of quarters from 400 to 410 N. Michigan Ave.

Burke Dowling Adams Inc., N. Y., moves media, research, marketing departments into expanded 11th floor space at its Three E. 54th St. headquarters. Agency also occupies entire 9th floor.

M. M. Fisher Assoc., Chicago, announces opening of new enlarged quarters in Bell Savings Bldg., 79 W. Monroe. Move was attributed to expansion of personnel and business.

AGENCY APPOINTMENTS

Schutter Candy Co. (Bit-O-Honey and Old Nick), Chicago, which recently concluded long term sales management agreement with Chunky bars has appointed Grey Adv. Agency handles complete Chunky and Kit Kat line.

Di Giorgio Wine Co. has appointed Cole, Fischer & Rogow, Beverly Hills, Calif., for its Padre division (Champagne, sparkling wines, vermouths and brandy).

Peugeot Inc. (French Peugeot automobile), N. Y., appoints Needham, Louis & Brorby Inc., that city, to handle its account. Intensive advertising promotion campaign was launched with Peugeot 403's U. S. debut at International Automobile Show in New York April 5.

Venus Foods Inc. (dried fruits, dates, cookies), L. A., has appointed Cole, Fischer and Rogow, Beverly Hills, Calif.

Universal Foods Corp., Chicago, names Elliot, Jaynes & Baruch, that city.

Pioneer Food Stores, King of Prussia, Pa., appoints Robinson, Adleman & Montgomery, Philadelphia.

IXL Food Co., San Leandro, Calif., and its subsidiary, Brett Sales Co., S. F., appoint Compton Adv., S. F., to handle their canned Spanish and Italian style foods.

Toy Distributors Inc., Framingham, Mass., has named Daniel F. Sullivan, Boston.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

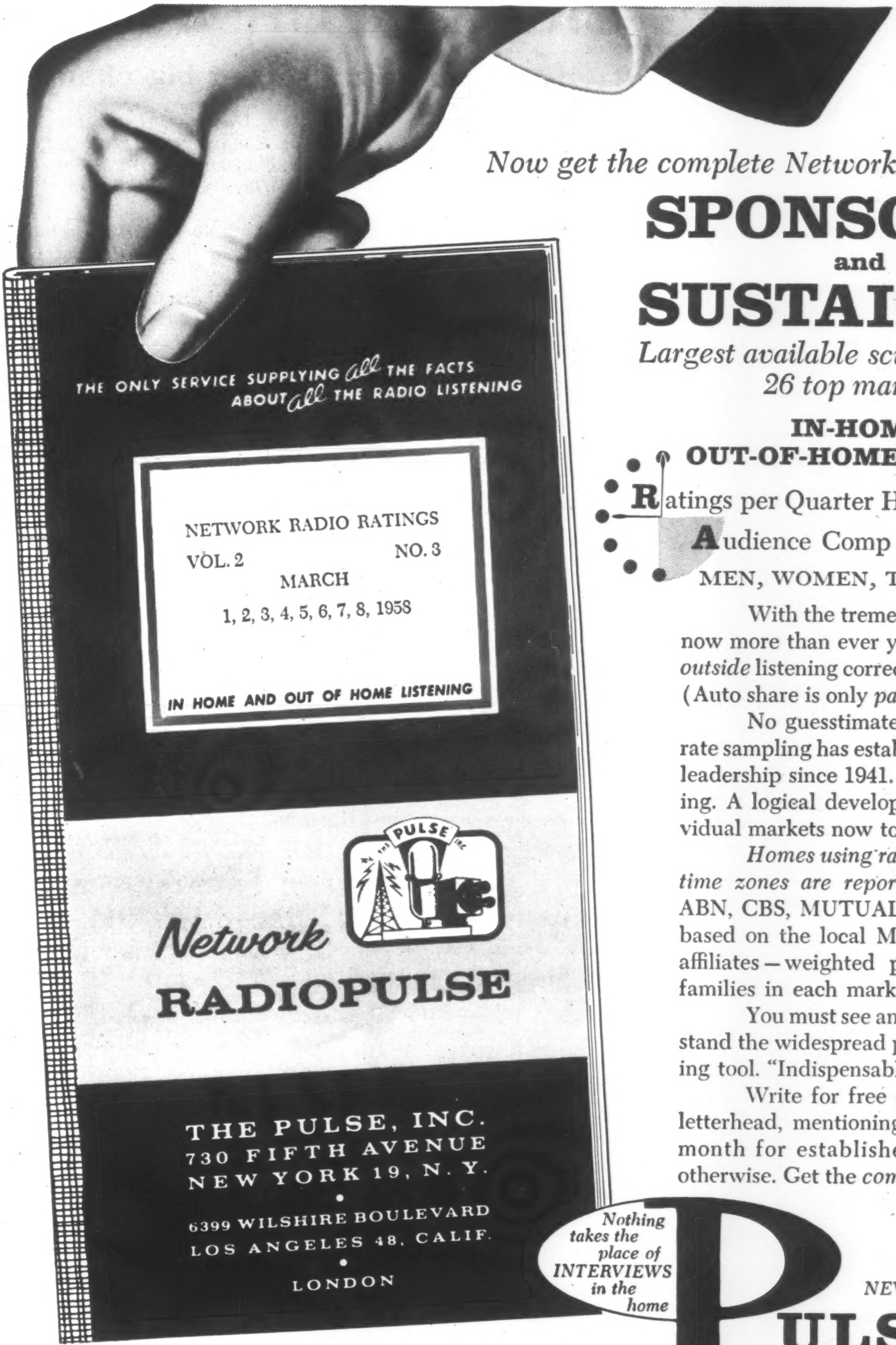
There were 124,216,000 people in the U. S. over 12 years of age during the week March 23-29. This is how they spent their time:

71.9%	(89,311,000) spent	1,875.5 million hours	WATCHING TELEVISION
57.0%	(70,803,000) spent	983.0 million hours	LISTENING TO RADIO
83.7%	(103,969,000) spent	431.2 million hours	READING NEWSPAPERS
32.1%	(39,873,000) spent	186.1 million hours	READING MAGAZINES
23.1%	(28,694,000) spent	327.8 million hours	WATCHING MOVIES ON TV
23.7%	(29,500,000) spent	115.5 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of March 1, Sindlinger data shows: (1) 107,579,000 people over 12 years of age see tv (86.6% of the people in that age group); (2) 41,671,000 U. S. households with tv; (3) 45,764,000 tv sets in use in U. S.



THE ONLY SERVICE SUPPLYING *all* THE FACTS ABOUT *all* THE RADIO LISTENING

NETWORK RADIO RATINGS
VOL. 2 NO. 3
MARCH
1, 2, 3, 4, 5, 6, 7, 8, 1958

IN HOME AND OUT OF HOME LISTENING

Network
RADIOPULSE

THE PULSE, INC.
730 FIFTH AVENUE
NEW YORK 19, N. Y.
•
6399 WILSHIRE BOULEVARD
LOS ANGELES 48, CALIF.
•
LONDON

4¼ x 8½ inches **HANDY POCKET SIZE** 84 pages

Now get the complete Network picture!

SPONSORED and SUSTAINING

Largest available scientific sample
26 top markets

IN-HOME
OUT-OF-HOME TOTALS

Ratings per Quarter Hour
Audience Comp per program
MEN, WOMEN, TEENS, CHILDREN

With the tremendous upswing in radio now more than ever you need *total* tune-in—*outside* listening correctly additive to in-home. (Auto share is only *part* of out-of-home!)

No guesstimates—this scientific, accurate sampling has established Pulse radio data leadership since 1941. *Standard* in broadcasting. A logical development from Pulse individual markets now totaling over 175!

Homes using radio for each of the four time zones are reported by quarter hours. ABN, CBS, MUTUAL, NBC—each rating is based on the local Metro areas of the local affiliates—weighted proportionate to radio families in each market.

You must see an actual report to understand the widespread praise for this new buying tool. "Indispensable!"

Write for free copy on your business letterhead, mentioning this magazine. $50 a month for established subscribers—$100 otherwise. Get the *complete* network picture!

Nothing takes the place of INTERVIEWS in the home

PULSE, Inc.
730 FIFTH AVENUE
NEW YORK 19, NEW YORK
LOS ANGELES • CHICAGO • LONDON

EVERY MONTH you get Pulse validated data from...

- 10,000 *different* families per 5-day strip
- 4,000 *different* families per once-a-week program
- Metropolitan areas totaling 18,555,000 *families*

Individual Programs Networked in 10 or More of 26 Major Markets

THEY'RE SETTING SIGHTS FOR SUMMER

Tv schedules heavy on re-runs; videotape gets its first big chance

The television networks are pinning down two major summertime projects—facilities for fighting perennial daylight saving time disruptions, and the hot-weather programming to be fed over these facilities.

In magnetic videotape recording they have a new sedative that promises to ease the DST strain (see page 54). But in programming they and their advertisers appear to depend in large measure on something old instead of something new—re-runs of wintertime series.

There are some who say these also will be sedative—to audiences—and a group of affiliates of at least one network, NBC-TV, is planning a protest meeting in hopes of getting more virile fare into the summer lineup. The meeting is slated April 15 in New York.

An NBC spokesman said Friday, however, that he was unaware that the April 15 meeting involved program complaints and that, indeed, the agenda could hardly include complaints at this time because the affiliates didn't know details of the summer plans. Actually, he asserted, the plans are by no means firm yet and accordingly subject to change. Presumably this will be true for all networks virtually right up to air-time in each case.

A survey conducted by BROADCASTING show that, on the basis of plans thus far, approximately 65 half-hours of network evening time each week will be filled with re-runs of what sponsors and networks consider the best episodes of their winter film series. This represents close to half of all network evening time.

While some affiliates take affront at the summertime lineups, feeling they add up to as sterile a summer as television ever faced, other stations appear willing to accept the situation on the theory that it probably cannot be greatly helped. Their reasoning: Some sterility is inevitable so long as advertisers, to keep costs down, insist on buying 39 shows and re-running 13 instead of buying 52 all-new shows.

A few programs on each of the three networks are clearly on try-out. If they make good track records during the hot-weather months they'll be slipped into the 1958-59 fall and winter lineups. Among these:

On ABC-TV: Sylvester L. (Pat) Weaver's *Make Me Laugh,* which started a short time ago (Thursdays, 10-10:30 p.m.), and the *Dick Clark Show,* now in the Saturday 7:30-8 p.m. spot.

On CBS-TV: *Too Young To Go Steady,* which General Foods is considering for the Monday 9:30-10 p.m. spot for the summer, would be testing for a fall spot, as is *Wingo,* which already has moved into the Tuesday 8:30-9 p.m. period.

On NBC-TV: Steve Lawrence and Eydie Gorme will almost certainly find a regular spot if they make good as Steve Allen's summer replacement, and *Jefferson Drum,* a new film series, can be expected to be carried over if it gets a high summer mark.

Networks, their advertisers and agencies still are looking for summer replacements for a number of shows. These include Sid Caesar, Pat Boone, Frank Sinatra, Patrice Munsel and possibly *Love That Jill, Voice of Firestone, West Point* and *Colt .45* on ABC-TV; Red Skelton, *The Lineup, Person to Person* and possibly *Sgt. Preston* and *Dick and the Duchess* on CBS-TV, and on NBC-TV, George Gobel-Eddie Fisher, *Tic Tac Dough* among others.

Despite the uncertainty about these shows a lot of veterans are set for re-viewing. Among them:

ABC-TV: *Maverick, Cheyenne, Sugar Foot, Wyatt Earp, Broken Arrow, Disneyland, Tombstone Territory, Ozzie & Harriet, Circus Boy, Zorro, Real McCoys, Navy Log, Rin-Tin-Tin* and *Jim Bowie.*

CBS-TV: *Lassie, The Brothers, GE Theatre, Hitchcock Presents, Robin Hood, Burns & Allen, I Love Lucy, Mr. Adams & Eve, Gerald McBoing-Boing, Leave It to Beaver, Playhouse of Mystery, Millionaire, Richard Diamond, Playhouse 90, Trackdown, Zane Grey Theatre, Phil Silvers, Schlitz Playhouse, Perry Mason, Gale Storm Show, Have Gun, Will Travel* and *Gunsmoke.*

NBC-TV: *Noah's Ark, Loretta Young* (at least until June 29), *Restless Gun, Wells Fargo, Alcoa-Goodyear Theatre, Suspicion,* dramatic film anthology, *Bob Cummings Show, Californians, Wagon Train, Father Knows Best, This Is Your Life, You Bet Your Life, Dragnet, People's Choice, Jane Wyman, Life of Riley, M-Squad, Thin Man, People Are Funny, Turning Point, No Warning* and *On Trial* (under the new name of the *Joseph Cotten Show*).

Some of the summer programs have been tried before, under their present or other names, and dropped. Among these are *The Brothers* and *McBoing-Boing* on CBS-TV and *Noah's Ark, No Warning* (formerly *Panic!*), *Turning Point* and *Joseph Cotten Show (On Trial)* on NBC-TV.

WHAT'S IN THE WORKS FOR SUMMER

(R) indicates re-runs

SUNDAY NIGHT

7-7:30

ABC-TV	*You Asked for It,* Skippy peanut butter, (moves from 9:30-10 p.m.)
CBS-TV	*Lassie* **(R)**, Campbell soup.
NBC-TV	*Noah's Ark* **(R)**, replacing *My Friend Flicka.*

7:30-8

ABC-TV	*Maverick* **(R)**, Kaiser Cos.
CBS-TV	*The Brothers* **(R)**, American Tobacco, replacing *Jack Benny* and *Bachelor Father.*
NBC-TV	*No Warning* (Repeat of old *Panic!* plus new installments), Royal McBee, P. Lorillard, replacing *Sally.*

8-8:30

ABC-TV	*Maverick,* cont.
CBS-TV	*Ed Sullivan Show,* Mercury Div. (Ford), Eastman Kodak.
NBC-TV	*Steve Lawrence* and *Eydie Gorme,* S. C. Johnson, Greyhound, U. S. Time, Polaroid, Pharmacraft, replacing *Steve Allen Show.*

8:30-9

ABC-TV	*Anybody Can Play,* Reynolds Tobacco, replacing *Adventure at Scott Island,* effective July 6.
CBS-TV	*Sullivan,* cont.
NBC-TV	*Lawrence and Gorme,* cont.

9-9:30

ABC-TV	*Sid Caesar,* (no replacement set).
CBS-TV	*GE Theatre* **(R)**, General Electric.
NBC-TV	*Chevy Summer Musical Show,* Chevrolet, replacing *Chevy Dinah Shore Show.*

9:30-10

ABC-TV	*Enterprise,* replacing *You Asked for It* (moved to 7-7:30).
CBS-TV	*Alfred Hitchcock* **(R)**, Bristol-Myers.
NBC-TV	*Chevy Summer Musical Show,* cont.

10:10:30

ABC-TV	*Your Neighbor the World,* replaced *Scotland Yard,* effective April 6.
CBS-TV	*$64,000 Challenge,* Revlon, P. Lorillard.
NBC-TV	*Loretta Young Show* **(R)**, Procter & Gamble, until June 20 and then replacement undecided.

MONDAY NIGHT

7:30-8

ABC-TV	*American Odyssey,* replaced *OSS.*
CBS-TV	*Robin Hood* **(R)**, Wildroot, Johnson & Johnson.
NBC-TV	*Price Is Right,* until early June when it moves to Thursday. Replacement not set.

8-8:30

ABC-TV	*Love That Jill,* Max Factor.
CBS-TV	*Burns and Allen* **(R)**, Carnation, General Mills.
NBC-TV	*Restless Gun* **(R)**, Warner Lambert.

8:30-9

ABC-TV	*Bold Journey,* Ralston-Purina.
CBS-TV	*Talent Scouts,* Toni, Thomas J. Lipton.
NBC-TV	*Wells Fargo* **(R)**, American Tobacco, Buick.

9-9:30

ABC-TV	*Voice of Firestone,* Firestone Tire & Rubber (may go off for summer).
CBS-TV	*I Love Lucy* **(R)**, General Foods, replacing *Danny Thomas.*
NBC-TV	*Twenty-One,* Pharmaceuticals Inc.

9:30-10

ABC-TV	*Top Tunes and New Talent,* Dodge, Plymouth.
CBS-TV	*December Bride* **(R)**, or *Too Young to Go Steady,* General Foods.
NBC-TV	*Alcoa-Goodyear Theatre* **(R)**, Alcoa, Goodyear.

10-10:30

ABC-TV	*Top Tunes and New Talent,* cont.
CBS-TV	*Studio One,* Westinghouse (future undecided).
NBC-TV	*Suspicion* **(R)**, Sterling Drug, others.

10:30-11

ABC-TV	No network service.
CBS-TV	*Studio One,* cont.
NBC-TV	*Suspicion,* cont.

TUESDAY NIGHT

7:30-8

ABC-TV	*Cheyenne* **(R)**, General Electric, alt., *Sugarfoot,* American Chicle, Colgate-Palmolive, Ludens.
CBS-TV	*Name That Tune,* Kellogg, Whitehall.
NBC-TV	*Treasure Hunt,* until June 24; after that undecided.

8-8:30

ABC-TV	*Cheyenne,* alt., *Sugarfoot,* cont.
CBS-TV	*Mr. Adams and Eve* **(R)**, Reynolds Tobacco.
NBC-TV	*George Gobel-Eddie Fisher,* RCA Whirlpool (replacement may be hour-long mystery).

CONTINUED

No matter how the coin falls—Washington rates high

If it comes up "Family Income," consider: the 1957 *median* for the Washington, D. C. *urban* area was $6,500 — an increase of 49% since 1949 and about *20% higher* than the *U. S.* urban area median. If it comes up "Total Income," consider again: the 1957 Washington Metropolitan Area personal income total approximated *$4.6 billions*. Per capita, this amounted to $2,310 for Metropolitan Washington—compared to the U. S. average of $2,016.*

There's one more factor to consider—how best to reach *this exceptionally affluent market. And that's where* WWDC Radio *comes up—loud and clear. We have been first or a mighty close second in every PULSE of 1957 and thus far this year. We have a simple formula—to be a* listenable *station to our audience, and a* promotional *station to our hundreds of national and local advertisers. The mutually happy result—ever-increasing listeners for us, ever-increasing sales for you.*

WWDC *radio Washington*

**Economic Development Committee, Washington Board of Trade*

REPRESENTED NATIONALLY BY JOHN BLAIR CO.

VIDEOTAPE PRESCRIPTION FOR DST

The use of videotape by all three television networks this year looks like the key to licking that old bugaboo—daylight saving time—almost completely. DST becomes effective April 27.

Notable exception: Stations operating on Pacific Standard Time, which will carry their programs one hour earlier than at present. This applies to the 14 network-affiliated stations in the states of Washington and Oregon. Networks explain they cannot accommodate those stations off their feeds to California, where there are numerous stations, because California operates on Pacific Daylight Time. It would be uneconomical for networks to arrange special lines to feed the Washington-Oregon outlets. ABC-TV is considering establishing a feeding point at Portland but has come to no definite decision.

Videotape headquarters have been set up by ABC-TV in Chicago with four recorders and associated equipment; by NBC-TV in Hollywood (12), and CBS-TV in New York (12).

Since ABC-TV is feeding from Chicago, the network is required to introduce some changes in its live evening schedule. As examples, the *Wednesday Night Fights*, currently carried at 10-11 p.m. on EST stations, will be carried 9-10 p.m. EST, and *Ozzie and Harriet* (Wed., 9-9:30 p.m.) will be slotted 10-10:30 p.m. Similar changes will be made for stations continuing on CST and MST.

CBS-TV reported that some of its stations in the Mountain zone will receive their programs an hour earlier because co-axial cable is not readily available at a later time. CBS-TV estimates that at least 98% of its programming will be carried during DST in the same period as present.

8:30-9

ABC-TV *Wyatt Earp* **(R)**, General Mills, Procter & Gamble.
CBS-TV *Wingo*, Toni, replaced *Eve Arden* April 1.
NBC-TV *Gobel-Fisher* or replacement, cont.

9-9:30

ABC-TV *Broken Arrow* **(R)**, Miles Labs, Ralston-Purina.
CBS-TV *To Tell the Truth*, Pharmaceuticals Inc.
NBC-TV Dramatic Film Anthology **(R)**, Procter & Gamble, replacing *Adventures of McGraw*.

9:30-10

ABC-TV *Pantomime Quiz*, Associated Products, replacing *Telephone Time*, effective April 8.
CBS-TV *Skelton* replacement (usually film package, maybe including reruns), Pet Milk, S. C. Johnson.
NBC-TV *Bob Cummings Show* **(R)**, Reynolds Tobacco, Chesebrough-Pond's.

10-10:30

ABC-TV *West Point*, Phillips-Van Heusen (may go off in June).
CBS-TV *$64,000 Question*, Revlon.
NBC-TV *Californians* **(R)**, Singer, Lever Bros.

WEDNESDAY NIGHT

7:30-8

ABC-TV *Disneyland* **(R)**, Derby Foods, General Foods, General Mills, Reynolds Metals.
CBS-TV *McBoing-Boing* **(R)**, replacing *I Love Lucy*.
NBC-TV *Wagon Train* **(R)**, Edsel, General Foods.

8-8:30

ABC-TV *Disneyland*, cont.
CBS-TV *Leave It to Beaver* **(R)**, Remington Rand.
NBC-TV *Wagon Train*, cont.

8:30-9

ABC-TV *Tombstone Territory* **(R)**, Bristol-Myers.
CBS-TV *Playhouse of Mystery* **(R)**.
NBC-TV *Father Knows Best* **(R)**, Scott, Lever Bros.

9-9:30

ABC-TV *Ozzie and Harriet* **(R)**, Eastman Kodak.
CBS-TV *Millionaire* **(R)**, Colgate.
NBC-TV *Kraft Television Theatre*, Kraft Foods.

9:30-10

ABC-TV *Betty White Show*, Plymouth.
CBS-TV *I've Got a Secret*, Reynolds Tobacco.
NBC-TV *Kraft Television Theatre*, cont.

10-10:30

ABC-TV *Wednesday Night Fights*, Mennen, Miles Labs.
CBS-TV *U. S. Steel* and *Armstrong Circle Theatre*, U. S. Steel, alt., Armstrong.
NBC-TV *This Is Your Life* **(R)**, Procter & Gamble.

10:30-11

ABC-TV *Wednesday Night Fights*, cont.
CBS-TV *U. S. Steel, Armstrong Circle Theatre*, cont.
NBC-TV No network service.

THURSDAY NIGHT

7:30-8

ABC-TV *Circus Boy* **(R)**, Kellogg, Mars Inc.
CBS-TV *Sgt. Preston* (probably repeats), Quaker Oats.
NBC-TV *Tic Tac Dough* (future undecided).

8-8:30

ABC-TV *Zorro* **(R)**, A. C. spark plugs, 7-Up Co.
CBS-TV *Richard Diamond* **(R)**, P. Lorillard.
NBC-TV *You Bet Your Life*, Toni, DeSoto.

8:30-9

ABC-TV *Real McCoys* **(R)**, Sylvania.
CBS-TV *Climax*, Chrysler.
NBC-TV *Dragnet* **(R)**, Schick, Liggett & Myers.

9-9:30

ABC-TV *Pat Boone Show*, Chevrolet (replacement not set).
CBS-TV *Climax*, cont.
NBC-TV *People's Choice* **(R)**, Borden, American Home Products.

9:30-10

ABC-TV *Navy Log* **(R)**, U. S. Rubber.
CBS-TV *Playhouse 90* **(R)**, multi-sponsored.
NBC-TV *Tennessee Ernie Ford*, Ford.

10-10:30

ABC-TV *Make Me Laugh*, American Tobacco.
CBS-TV *Playhouse 90*, cont.
NBC-TV *Price Is Right*, replacing *Lux Show*, Lever Bros.

10:30-11

ABC-TV No Network Service.
CBS-TV *Playhouse 90*, cont.
NBC-TV *Jane Wyman* **(R)**, Hazel Bishop, Quaker Oats.

FRIDAY NIGHT

7:30-8

ABC-TV *Rin Tin Tin* **(R)**, National Biscuit Co.
CBS-TV *Dick and the Duchess* (future undecided).
NBC-TV *Truth or Consequences*, to be replaced by quiz show.

8-8:30

ABC-TV *Jim Bowie* **(R)**, American Chicle.
CBS-TV *Trackdown* **(R)**, Socony Mobil Oil.
NBC-TV *Jefferson Drum*, Chemstrand, P. Lorillard.

8:30-9

ABC-TV *Colt .45, Mennen*, Campbell Soup (may be replaced).
CBS-TV *Zane Grey Theatre* **(R)**, Ford Motors, General Foods.
NBC-TV *Life of Riley* **(R)**, Lever Bros.

9-9:30

ABC-TV *Frank Sinatra*, Liggett & Myers, Bulova (replacement not set).
CBS-TV *Phil Silvers* **(R)**, Procter & Gamble, Reynolds Tobacco.
NBC-TV *M Squad* **(R)**, American Tobacco, Hazel Bishop.

9:30-10

ABC-TV *Patrice Munsel Show*, Buick, Frigidaire (replacement not set).
CBS-TV *Schlitz Playhouse* **(R)**, Schlitz.
NBC-TV *Thin Man* **(R)**, Colgate.

10-10:30

ABC-TV *Holiday Handbook*, replaced *Walter Winchell File*, effective March 28.
CBS-TV *The Lineup*, Brown & Williamson, Procter & Gamble (replacement not set).
NBC-TV *Cavalcade of Sports*, Gillette.

10:30-11

ABC-TV No network service.
CBS-TV *Person to Person*, American Oil, Florists' Telegraph Del. Assn., Time Inc. (replacement not set).
NBC-TV 10:30-10:45 *Cavalcade of Sports*, cont.; 10:45-11 *Post Fight Beat*, Bristol-Myers.

SATURDAY NIGHT

7:30-8

ABC-TV *Dick Clark Show*, Beechnut, Life Savers.
CBS-TV *Perry Mason* **(R)**, Pillsbury, Armour, Libby-Owens-Ford.
NBC-TV *People Are Funny* **(R)**, Reynolds, Toni.

8-8:30

ABC-TV *Country Music Jubilee*, Williamson-Dickie, Carter Products.
CBS-TV *Perry Mason*, cont.
NBC-TV *Perry Como* replacement, American Dairy, Knomark, Noxzema, RCA.

8:30-9

ABC-TV *Country Music Jubilee*, cont.
CBS-TV *Top Dollar*, Brown & Williamson.
NBC-TV *Perry Como* replacement, cont.

9-9:30

ABC-TV *Lawrence Welk Show*, Dodge.
CBS-TV *Gale Storm* **(R)**, Helene Curtis, Nestle.
NBC-TV *Club Oasis*, Liggett & Myers, alt., *Polly Bergen Show*, Max Factor.

9:30-10

ABC-TV *Lawrence Welk Show*, cont.
CBS-TV *Have Gun, Will Travel* **(R)**, Lever Bros., Whitehall.
NBC-TV *Turning Point*, (Reruns of *Schlitz Playhouse* and *GE Theatre*), Scott Paper and Schick, replacing *Gizele MacKenzie Show*.

10-10:30

ABC-TV *San Francisco Crusade*, Billy Graham Evangelistic Assn., replacing *Mike Wallace Interview*, effective May 3.
CBS-TV *Gunsmoke* **(R)**, Liggett & Myers, Remington Rand.
NBC-TV *Amateur Hour*, Pharmaceuticals Inc.

10:30-11

ABC-TV *San Francisco Crusade*, cont.
CBS-TV No Network Service.
NBC-TV *Joseph Cotton Show*, (Rerun of *On Trial*) American Tobacco, Toni, replacing *Hit Parade*.

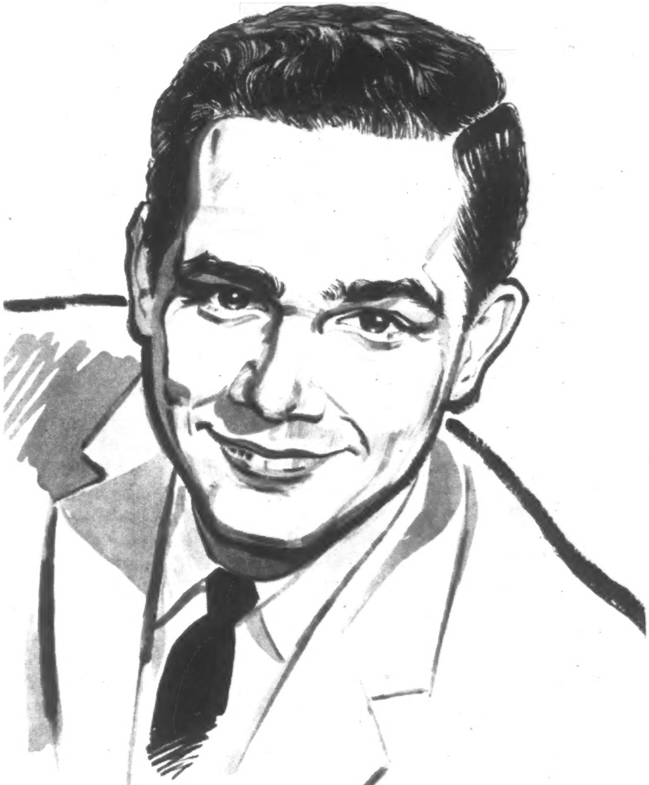
NO MIDDLE GROUND

Philosophers say few questions are black or white with no shadings—but sometimes in life a clear-cut choice presents itself. General Foods is faced with such a decision. It is engaged in choosing for its Monday night, 9-9:30, show on CBS-TV between re-runs of *December Bride* and a new show, *Too Young to Go Steady*.

CURRENT CROP ON RADIO, TV NETWORKS ▶

See quarterly Showsheets, beginning page 106

Alabama's Oldest Station
Alabama's Newest Programs



Jim Lucas . . .

This handsome, carefree "master of ceremonies" charms the ladies having "Breakfast At The Tutwiler" each weekday morning.

Folks of all ages enjoy this "man of many voices" on his weekday afternoon hour of sparkling fun and recorded music known as "Funfare."

As emcee of "Teentime," Jim delights listeners as well as the "live" audience attending the show at Birmingham's largest theatre.

A most versatile performer, Jim has an ingratiating personality that makes him one of Birmingham's top air entertainers.

Why not let this talented impersonator - comedian - singer deliver YOUR clients' sales messages?

WAPI Birmingham

The **NEW** Voice of Alabama

sister station to **WABT,** **A**labama's **B**est in **T**elevision

Weighty and whimsical are the views Dave Campbell airs on "Dave Campbell Speaking," leading to varied listeners' comments as "The People Speak."

Adept at reporting on all "Spectator Sports," Tom Hamlin is proud to be the fellow who calls the football games for the nation's top team, Auburn.

Pleasing to the eye, Barbara Bender is an equal delight to the ear as she fills her role as co-emcee and vocalist on "Breakfast at the Tutwiler."

Informality is the watchword with Leland Childs as he hosts "The Early Risers' Club" and greets the afternoon audience on "Hi Neighbor."

RADIO sets tuned to Owen Spann "The Morning Man" and to "Spannland" deliver the lastest music, weather information, and news in a humorous vein.

Represented nationally by
HENRY I. CHRISTAL

ABC RADIO HELM GOES TO DEGRAY

- **Eastman leaves; 'ABN' concept to follow**
- **Resignations continue as streamlined programming begins**

Edward DeGray officially took over direction of the ABC radio network last week as the parent American Broadcasting-Paramount Theatres completed negotiations settling Robert E. Eastman's four-years-to-run contract as network president [NETWORKS, March 31]. Mr. DeGray's appointment is being announced today (Monday) by AB-PT President Leonard H. Goldenson.

Late last week Mr. Goldenson held a group of radio affiliates that he and Mr. Eastman had come to terms and that Mr. DeGray would become operating head. Mr. Eastman said the settlement was "amicable" and that he was leaving toward the end of the week "on good terms," probably to return to the station representation business although his plans were not yet firm.

The announcement of Mr. DeGray's new post described it as head of the network. Apparently some unresolved nomenclature was involved—whether he would become president or operate the network under some other title.

Another bit of nomenclature was more certain. There appeared no reason to think that the network's "ABN" identification—from American Broadcasting Network—would be continued. "ABN" was introduced last summer as part of Mr. Eastman's concept that the radio network should not be identified with ABC-TV in any way. But "ABN" never caught up with "ABC Radio" in popular usage and now reversion to the older name is deemed certain.

In announcing Mr. DeGray's selection, Mr. Goldenson said he "brings an excellent record in the field of radio to his new post. He has program and sales experience, he is exceptionally well acquainted with the managers of our radio affiliates and he has the backing as well as the full support of ABC management."

Personnel cutbacks meanwhile continued as the network prepared to switch to its new ultra-streamlined program format over the past weekend.

Tom Harrison resigned as vice president in charge of sales; Dale Moudy as assistant to the president, and Irv Lichtenstein as director of exploitation and promotion. The network never replaced Stephen Labunski as programming vice president after he resigned several weeks ago, and last week it was learned that William Hamilton also had resigned a fortnight ago as national program director.

John White, national sales manager, is expected to head up the sales organization with Mr. Harrison's departure. Two weeks ago four of the network's seven salesmen were among "about eight" people reported being let go [CLOSED CIRCUIT, March 24].

Under the new program format, which was to become effective yesterday (Sunday), ABC Radio plans to program *Breakfast Club* (Mon.-Fri. 9-10 a.m. EST), continue and expand its newscasts and continue its religious and other public service programming.

The fate of the Saturday afternoon Metropolitan Opera broadcasts, sponsored for years by Texaco, was reported still up in the air. Network officials told Texaco representatives some weeks ago, when the network's future was even more in doubt, that Texaco was free to consider moving the opera to another network if it wished. No decision had been made known late last week.

Plans for ABC Radio's future were explored Monday in a meeting of representatives of some two dozen affiliates, and another meeting of this group and ABC Radio authorities is expected to be held during the NAB convention later this month, or sometime in May. Participants said last Monday's session was a general study of what might be done to improve the network, that it was conducted in a friendly atmosphere and that none of the affiliates indicated he might drop his affiliation.

This meeting was called by Otto Brandt of the King broadcasting stations (KING Seattle and others); Roger Clipp of the Triangle stations (WFIL Philadelphia and others); Donald Davis of KMBC Kansas City, and Alex Keese of WFAA Dallas. The stations met both among themselves and with AB-PT and ABC officials including Mr. Goldenson; James Riddell, new executive vice president of the ABC division, and Mr. DeGray.

Mr. DeGray, new operating head of the radio network, has been vice president in charge of station relations. He joined the network in 1955 as national director of station relations and became a vice president in February 1957.

He entered broadcasting in the CBS accounting department in 1937, transferred to WBT Charlotte, N. C., then owned by CBS, in 1940 as office manager and later assistant general manager. In 1948 he returned to CBS headquarters in New York as executive assistant in charge of station administration, spot sales, co-op program sales and Housewives Protective League programs. He became station relations representative and co-op sales contact in 1951 and rose to national director of CBS radio station relations and supervisor in charge of radio co-op programs in 1953. In 1955 he moved to Vitapix Guild films as station relations director and switched to ABC in October of that year.

Mr. Eastman, who was executive vice president of John Blair & Co. before going to ABC last spring, said he might return to the station representation field, possibly starting his own firm, but that entry into station ownership remained a possibility.

He said he wanted to take his time in deciding his next step and that a two-week call to jury duty, starting today (Monday), should help him avoid over-hasty action.

Mr. Eastman also issued a formal statement on his resignation. It said:

"There is nothing more I can contribute to the company. We have arrived at an amicable termination of my employment.

"I regret leaving the association of some very wonderful people. I am grateful for the opportunity to have worked with men like Leonard H. Goldenson, Simon B. Siegal [AB-PT financial vice president and treasurer] and others toward whom I hold great respect and friendship.

"My plans are indefinte. However, I will most certainly remain in the broadcasting business. To my successor, Edward DeGray, I wish the very best and I know that the radio network will receive the kind of cooperation and help from stations and advertisers which will enable it to grow."

RENEWAL of the primary affiliation of WFAA-TV Dallas with ABC-TV effective October 1 was announced Friday by Alfred R. Beckman, vice president in charge of station relations, ABC-TV, and Alex Keese, (c), managing director of WFAA-TV. James Monroney Jr. (l), treasurer of WFAA-TV also participated in the signing. The station, owned by the *Dallas Morning News*, operates on channel 8.

CBS-TV's Dozier Heads Tv City in Hollywood

William Dozier, CBS-TV network program executive with considerable experience in live tv production plus extensive background as a Hollywood motion picture executive, becomes the network's top administrator at its huge Television City in Hollywood, it was announced last week by Hubbell Robinson Jr., executive vice president in charge of network programs. Mr. Dozier has been appointed CBS-TV network vice president, programs, Hollywood, and "all Television City operations" will report to him.

Concurrently, Mr. Robinson announced that a two-year contract has been negotiated with Alfred J. Scalpone, since 1935 CBS-TV vice president in charge of network programs, Hollywood, to serve as independent producer and to supply CBS-TV with a minimum of two new program pilot films each year. A fortnight ago, Howard Meighan, CBS-TV vice president who has been in overall charge of Television City operations, announced his resignation to head two new firms which will produce tv commercials on video tape, a new service undertaken in association with Ampex Corp. which will provide the financing [DEADLINE, March 31]. CBS-TV at the time said it did not intend to name a replacement for Mr. Meighan in his former position.

Mr. Robinson also announced the promotion of Guy Della Cioppa from director of network programs, Hollywood, to CBS-TV network vice president and program director, Hollywood.

Mr. Dozier has been with CBS-TV since 1951 when he became head of the network's story department in New York and director of the search for new talent. The following spring he was named executive producer of dramatic programs. In January 1955 he was transferred to Hollywood as director of network programs. In the fall of 1955 he became vice president of production at RKO under Tom O'Neil's ownership and returned to CBS-TV Hollywood two years later in charge of live network originations.

Mr. Scalpone before going to CBS-TV Hollywood had been vice president in charge of radio-tv for McCann-Erickson.

Governmental Proposals Called Network Threats

Dr. Frank Stanton, CBS Inc. president, urged Wednesday in an off-the-cuff talk that radio-tv executives give "serious consideration" to "recommendations in Washington" which in his opinion would "wreck the networks."

He related what he called proposals to "tamper" with the "structure of the networks" with the depth and range of CBS' news broadcasts which, he said, included news, public affairs and religious programming. Dr. Stanton made his impromptu remarks after accepting on behalf of CBS a George Foster Peabody award for the network's performance in radio and tv news during the year. The awards were presented at a luncheon in New York attended by about 800 persons (see page 82).

Dr. Stanton led off his comment by noting that if it is important to have news in range and depth and if it is important to keep radio networks in business, executives must devote time to the "reports on our desks" dealing with proposals current in Washington to curtail network activity.

The CBS president has testified before the FCC in Washington on the so-called Barrow Report [LEAD STORY, March 10]. That report recommends changes in network option time and of multiple ownership. It was submitted to FCC by Dean Roscoe L. Barrow and his staff. Dr. Stanton warned then that prohibition of option time would abolish tv networks as they exist today and commented that parts of the Barrow Report indicated "tinkering for the sake of tinkering."

The network structure has made possible such shows as those CBS programs specifically mentioned by the Peabody Award Board, Dr. Stanton said, adding that perhaps not all shows are as good as the networks desire "but it is important that we try." (The CBS shows specifically mentioned in the award were *Face The Nation*, *See it Now* and *Twentieth Century*, all network programs, and a fourth program *This is New York*, a local radio program broadcast by CBS Radio's flagship WCBS New York.)

LATE LATE SHOW

NBC-TV and its affiliates carrying *The Jack Paar Show* put on an after-midnight "Paar appreciation party" a weekend ago, filling New York's Plaza Hotel grand ballroom with people, comedy, music, dancing and buffet dinner.

The party, which attracted close to 600 guests, started at 1 a.m. March 29—when the *Jack Paar Show* was over for that night—and ran to about 6 a.m. It was designed to pay tribute to Mr. Paar for the success he has achieved with the show since he took it over late last summer. A recent NBC compilation showed that during the first week of March 1957, when it was known as the *Tonight* show, it carried only two advertising participations a week, whereas during the first week of March this year it had 21.

Harry Bannister, station relations vice president, presided over the proceedings. Entertainers on the program included Jan Murray, Jonathan Winters, Jack Carter, Vaughn Monroe, Jack E. Leonard, Louis Nye, the Meadowlarks, singer Connie Towers and, of course, Mr. Paar. Representatives of some 60 NBC-TV affiliates were among the guests.

In 1957, Dr. Stanton continued, the category of news-public affairs-religious programming cost the network $21 million, and, he said, sponsorship failed to clear the cost leaving a "net cost or loss" of $11 million. He reminded that these are "the toughest kinds of programs to sell," and that "it is not easy to make a decision to spend $1 million or $2 million" when the network does not know the program will be successful.

Dr. Stanton, during his testimony before the FCC, had pointed to unrecovered costs of nearly $1.7 million for the *Gerald McBoing-Boing* color series and of nearly $1.4 million for *The Seven Lively Arts*, both of which failed to remain on the air.

Three Promoted in NBC-TV Sales

Walter D. Scott, vice president, NBC-TV network sales, announced three promotions last week. Stephen A. Flynn, formerly manager, tv sales traffic operations, appointed director, sales services, reporting to Mr. Scott; Joseph J. Iaricci, since 1956 manager, sales order services, named manager, contract services, reporting to Mr. Flynn, and Angus Robinson, network tv salesman in NBC's central division since 1953, appointed manager, television network sales, central division, reporting to Edward R. Hitz, vice president, tv network sales, central division.

AUBREY JOINS CBS, LEAVING ABC-TV POST

- **Named creative services vp**
- **ABC promotes Moore, Mullen**

James T. Aubrey Jr., ABC-TV programming and talent vice president, resigned last week to join CBS Inc. as vice president for creative services.

Thomas W. Moore, ABC-TV sales vice president, was named to succeed him, and William P. Mullen, manager of the ABC-TV Detroit sales division, was advanced to the ABC-TV sales vice presidency.

MR. AUBREY

MR. MOORE

MR. MULLEN

At CBS Mr. Aubrey takes over the post held by Louis G. Cowan before his promotion to the presidency of the CBS-TV network division last month [NETWORKS, March 17].

Dr. Frank Stanton, CBS president, said Mr. Aubrey "will be responsible for assisting executive, operating and service management in obtaining maximum effectiveness in each of the company's operating divisions having to do with creative product. Mr. Aubrey will have no direct operating responsibilities; his position is advisory to both the chairman of the board [William S. Paley] and the president and, upon request from the divisions, to CBS Radio, CBS Television, CBS Television Stations, CBS News and Columbia Records." He also will serve on the CBS Editorial Board.

Mr. Aubrey's appointment is effective April 28. For him the move will be a return to the company he served as manager of tv network programs, Hollywood, before taking the ABC-TV post 15 months ago.

Mr. Moore, ABC-TV's new vice president for programming and talent, also is a CBS alumnus. He was general sales manager of CBS Television Film Sales, and had been with that organization since 1952, when he moved into the ABC-TV sales vice presidency last November.

Mr. Mullen, also with a CBS background, joined the ABC-TV sales department in May 1955 and was named head of the Detroit sales division in 1957.

WJIM-TV Becomes CBS Primary

WJIM-TV Lansing, Mich., has changed from a secondary to a primary affiliate of CBS-TV, it was announced Thursday by Edmund C. Bunger, CBS-TV vice president and director of station relations. The change was effective April 1, when WJIM-TV dropped NBC-TV programs which it also had carried. WJIM-TV becomes CBS-TV's 58th primary affiliates. Station is owned by Gross Telecasting Inc., of which Harold F. Gross is president.

NAB L. A. AGENDA VIRTUALLY SET

- **Concurrent radio, tv management sessions planned**
- **Automation developments due for special attention**

Programming for the annual NAB Management and Engineering Conferences to be held April 27-May 1 in Los Angeles was practically complete at the weekend as the vanguard of NAB's headquarters contingent prepared to head westward.

Management meetings are divided into concurrent radio and tv sessions, with two half-day programs in which engineering and management delegates will meet jointly.

Advance registration compares favorably with 1957 when NAB met at Chicago but the association expects attendance to run considerably below last year because of the West Coast locale. This would follow the pattern of the 1948 and 1953 conventions in Los Angeles. The advance registration fee of $25 expires April 14. After that it will be $27.50.

Engineering delegates, who traditionally spend more time in meeting rooms than management representatives, will have four days of formal programming, winding up with what is described as a spectacular feature—a demonstration, "New Adventures in Electronics," by C. N. Hoyler, manager of technical relations, David Sarnoff Research Center, Princeton, N. J.

Meetings will switch from the Biltmore Hotel and Theatre to the Statler. The two joint management-engineering meetings will be held at the theatre. All engineering programs will be at the Statler, but the radio and tv management meetings will use both hotels.

Formal engineering programming starts Monday, April 28 with papers covering such topics as transistors and new automatic devices. James E. Barr, assistant chief of the FCC Broadcast Bureau, will deliver a paper on FCC rules covering remote control and automatic logging.

NAB President Harold E. Fellows will address the engineering luncheon Monday and the management luncheon Wednesday. Speakers at other engineering luncheons will be Sir Harold Bishop, engineering director of British Broadcasting Corp., appearing Wednesday, and Adm. Charles Horne, vice president and division manager of Convair, who talks Thursday on "Guided Missile Programs—the Less Glamorous Ones." The Thursday luncheon will honor Dr. Lee DeForest, inventor of the three-element vacuum tube.

Marion Harper Jr., president of McCann-Erickson, will speak at the Tuesday management luncheon. The seven members of the FCC will take part in a Wednesday morning panel discussion, with both management and engineering delegates attending. A new Wednesday feature will be a public relations presentation.

Convention exhibits will be at the Biltmore and Statler. The convention banquet will be held Wednesday at the Palladium, in Hollywood, with ASCAP providing the show.

Both engineering and management sessions will go into automation developments. Papers at the engineering meetings will be supplemented by discussions at the management programs. The exhibits will show the latest automatic equipment developed by manufacturers.

Radio programming is under supervision of John F. Meagher, NAB radio vice president, with the tv activities under Thad H. Brown Jr., tv vice president. Everett E. Revercomb is secretary-treasurer and convention manager. William Walker, assistant treasurer, is in charge of registration and Howard H. Bell, assistant to the president for joint affairs, is program coordinator.

A. Prose Walker, NAB engineering manager, said the technical programming will lay groundwork for the future operation of automatic equipment at broadcast stations, with both radio and tv covered by the automation papers and exhibits. He said engineering attendance was near the 600 mark a year ago at Chicago.

Co-chairmen of the NAB convention are J. Frank Jarman, WDNC Durham, N. C., and W. D. Rogers Jr., KDUB-TV Lubbock, Tex. Other committee members are Thomas C. Bostic, KIMA Yakima, Wash.; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; William C. Grove, KFBC Cheyenne, Wyo. (Engineering Conference radio liaison); James D. Russell, KKTV (TV) Colorado Springs, Colo. (Engineering Conference tv liaison); C. Howard Lane, KOIN-TV Portland, Ore.; Merrill Lindsay, WSOY-FM Decatur, Ill.; Robert O. Reynolds, KMPC Los Angeles, and Harold P. See, KRON-TV San Francisco.

Harold P. Danforth, WDBO-AM-TV Orlando, Fla., is chairman of the convention resolutions committee. Other members are William Goetze, KFSD San Diego, Calif.; Myron Jones, WJET Erie, Pa.; Mr. Lane; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; Thad M. Sandstrom, WIBW-TV Topeka, Kan., and J. P. Sheftall, WJZM Clarksville, Tenn.

The convention credentials committee will be headed by Leonard H. Higgins, KTNT Tacoma, Wash. Other members are John W. Betts, WFTM Maysville, Ky.; Gaines Kelley, WFMY-TV Greensboro, N. C.; Thomas S. Land, WFIW Fairfield, Ill.; Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Dwight W. Martin, WAFB-TV Baton Rouge, La., and Odin S. Ramsland, KDAL Duluth, Minn.

Management conference agenda

MONDAY, APRIL 28

REGISTRATION: 7 a.m.-7 p.m., Biltmore.

EXHIBITS: 9 a.m.-7 p.m., Biltmore, Statler.

"FORWARD MOVING FM": 10 a.m.-noon—*Presiding:* Raymond S. Green, WFLN Philadelphia; *Participants:* Ben Strouse, WWDC-FM Washington; Charles King, MBS; Horace Fitzpatrick, WSLS-FM Roanoke, Va.; Guy Harris, KDKA-FM Pittsburgh; Joseph T. Connolly, WCAU-FM Philadelphia; Theodore Jones, WCRB Waltham, Mass.; Jack Kiefer, KMLA Los Angeles; Harold Tanner, WLDM Oak Park, Mich.; John M. Ross, Ross-Reisman Co.; John F. Meagher, NAB.

TELEVISION MANAGEMENT FILM SESSION: 9:30 a.m.-11:45 a.m.—*Presiding:* Joseph L. Floyd, KELO-TV Sioux Falls, S. D.

Syndicated film panel: Milton A. Gordon, president, Television Programs of America; George T. Shupert, president, ABC Film Syndication; Frederick S. Houwink, WMAL-TV Washington; A. James Ebel, KOLN-TV Lincoln, Neb.

Feature film panel: Oliver A. Unger, president, National Telefilm Assoc.; Richard A. Harper, general sales manager, MGM-TV; Lee Ruwitch, WTVJ (TV) Miami; Dwight W. Martin, WAFB-TV Baton Rouge.

LABOR CLINIC: 2 p.m.-4 p.m.—*Presiding:* Leslie C. Johnson, WHBF-AM-TV Rock Island, Ill.; *Discussion leader:* Charles H. Tower, NAB.

WAGE-HOUR SEMINAR: 4 p.m.-5 p.m.—Question and answer session on broadcasters' wage-hour problems conducted by the NAB Employer-Employee Relations Department staff.

TUESDAY, APRIL 29

REGISTRATION: 7 a.m.-7 p.m., Biltmore.

EXHIBITS: 9 a.m.-7 p.m., Biltmore, Statler.

JOINT SESSION (Management and Engineering Conferences): 10 a.m.—*Presiding:* J. Frank Jarman, co-chairman, 1958 Convention Committee; *Welcome:* Norris Poulson, mayor of Los Angeles; *Keynote Address:* Dr. Frank Stanton, president, CBS; *Address:* John C. Doerfer, chairman, FCC.

LUNCHEON (Management Conference): 12:30 p.m. —*Presiding:* W. D. "Dub" Rogers Jr., co-chairman, 1958 Convention Committee; *Address:* Marion Harper Jr., president, McCann-Erickson.

RADIO MANAGEMENT CONFERENCE: 2:30 p.m.-5 p.m. —*Presiding:* John F. Meagher, vice president for radio, NAB.

Opening remarks: F. Merrill Lindsay Jr., WSOY-AM-FM Decatur, Ill.

This Business of Radio—Inventory, 1958: F. C. Sowell, WLAC Nashville; Frank M. Headley, president, Station Representatives Assn.; Matthew J. Culligan, vice president in charge of NBC Radio.

Radio's Role in National Defense: Robert E. Lee, FCC; John J. McLaughlin, administrative assistant to the Secretary of the Air Force; Norman A. Matson, chief, Emergency Warning Section, U. S. Weather Bureau; Kenneth W. Miller, U. S. supervisor, Conelrad; Vincent T. Wasilewski, NAB; A. Prose Walker, NAB.

TELEVISION MANAGEMENT CONFERENCE: 2:30 p.m.—*Presiding:* Thad H. Brown Jr., vice president for television, NAB; *Welcome:* John E. Fetzer, WKZO-TV Kalamazoo, Mich.

Television Code: Remarks: William B. Quarton, WMT-TV Cedar Rapids, Iowa; *Presentation:* Edward H. Bronson, director, Television Code Affairs, NAB.

TELEVISION BUSINESS SESSION: 4 p.m.-5 p.m.—Television Board elections.

WEDNESDAY, APRIL 30

REGISTRATION: 9 a.m.-5 p.m., Biltmore.

EXHIBITS: 9 a.m.-7 p.m., Biltmore, Statler.

JOINT SESSION (Management and Engineering Conferences): 9:30 a.m.—*Presiding:* W. D. (Dub) Rogers Jr., co-chairman, 1958 Convention Committee.

FCC Panel: John C. Doerfer, Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, T. A. M. Craven, Frederick W. Ford, John S. Cross (commissioner-designate).

LUNCHEON (Management Conference): 12:30 p.m. —*Presiding:* J. Frank Jarman, co-chairman, 1958 Convention Committee; *Invocation:* His Eminence James Francis A. Cardinal McIntyre, Archbishop of Los Angeles; *Address:* Harold E. Fellows, president-chairman of the board, NAB; *Special Feature:* Edwin W. Ebel, chairman, radio-Tv Committee, The Advertising Council.

RADIO MANAGEMENT CONFERENCE: 2:30 p.m.-5 p.m. —*Presiding:* Mr. Meagher.

Good Practices Are Good Business: Worth Kramer, WJR Detroit.

Your Future Is Sound: Kevin B. Sweeney, president, RAB; John F. Hardesty, vice president, RAB.

Measuring the Radio Audience (Panel): *Moderator:* E. K. Hartenbower, KCMO Kansas City; *Panelists:* Edward G. Haynes Jr., President, Trendex, Inc.; George Blechta, vice president and eastern sales manager, A. C. Nielsen; Dr.

CONTINUED

MAN OF THE YEAR

THE ONLY MAN OF THE YEAR WHO IS A WOMAN IS KDKA-TV'S JOSIE CAREY

Pittsburgh's Man-of-the-Year award winners include the president of one of America's largest utilities, the president of the world's biggest steel company, a renowned scientist from a great university, and KDKA-TV's Josie Carey, who adds this to her other top children's program awards. Josie's Storyland, 8:45 to 9:20 weekday mornings, is Pittsburgh's outstanding children's show. Youngsters love her. Parents love her. Advertisers love her. For one-minute participation availabilities, contact John Stilli, KDKA-TV, Pittsburgh, or your Peters, Griffin, Woodward representative. In the Pittsburgh marketing area, no selling campaign is complete without the WBC station.

CHANNEL 2 IS NO. 1

KDKA 2 TV
PITTSBURGH

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

BOSTON, WBZ+WBZA, WBZ-TV • BALTIMORE, WJZ-TV • PITTSBURGH, KDKA, KDKA-TV • CLEVELAND, KYW, KYW-TV • FORT WAYNE, WOWO • CHICAGO, WIND • PORTLAND, KEX • SAN FRANCISCO, KPIX

MANAGEMENT AGENDA *contd.*

Sidney Roslow, director, The Pulse; Frank Stisser, vice president, C. E. Hooper.

TELEVISION MANAGEMENT CONFERENCE: 2:30 p.m.-5 p.m.—*Presiding:* Mr. Brown.

When Is The Sale Completed? The Functions of Station Sales Promotion and Merchandising: Panelists: John C. Cohan, KSBW-TV Salinas, Calif.; Raymond W. Welpott, WKY-TV Oklahoma City; Arthur Schofield, Storer Broadcasting.

Patterns of Profit—Eight Years of Operation In a Typical Market: Charles H. Tower, NAB.

What Can Automation Do For My Station?: Presiding: Harold P. See, KRON-TV San Francisco; *Panelists:* W. D. "Dub" Rogers Jr., KDUB-TV Lubbock, Tex.; Edgar B. Stern Jr., WDSU-TV New Orleans; A. Prose Walker, NAB.

ANNUAL CONVENTION BANQUET: 7:30 p.m., Palladium Hollywood.

THURSDAY, MAY 1

REGISTRATION: 9 a.m.-5 p.m., Biltmore.

EXHIBITS: 9 a.m.-2 p.m., Biltmore, Statler.

RADIO MANAGEMENT CONFERENCE: 10 a.m.—All-Industry Radio Music License Conference: *Chairman Pro Tem:* Robert T. Mason, WMRN Marion, Ohio.

TELEVISION MANAGEMENT CONFERENCE: 9:30 a.m.—*Presiding:* Mr. Brown.

Comments on Color: Panelists: Clair R. McCollough, WGAL-TV Lancaster, Pa.; Owen W. Saddler, KMTV Omaha, Neb.; Robert D. Swezey, WDSU-TV New Orleans.

TvB PRESENTATION: 11:30 a.m.—Norman (Pete) Cash, president.

LUNCHEON: 12:30 p.m.—*Presiding:* Mr. Fellows.

Annual Business Meeting.

Adjournment.

Engineering Conference

MONDAY, APRIL 28

TECHNICAL SESSION: 9 a.m.-11:45 a.m.—*Presiding:* George Hixenbaugh, Chief Engineer, WMT Cedar Rapids, Iowa; *Session Coordinator:* Raymond F. Guy, NBC, New York.

Opening of Engineering Conference: Mr. Guy.

Use of Transistors in the Communications Field: John J. Rienzo, Sylvania Electric Products.

Remote Control of High Power Transmitters: RCA.

Current Status of Remote Control and Automatic Operation: A. Prose Walker, manager of engineering, NAB.

The Effects of Re-radiation From Television Towers and Other Structures Upon Directional Antennas: O. L. Prestholdt, CBS-TV.

FCC Rules on Remote Control and Automatic Logging: James E. Barr, FCC assistant chief, Broadcast Div.

ENGINEERING RECEPTION: Noon.

ENGINEERING LUNCHEON: 12:30 p.m.—*Presiding:* William B. Lodge, vice president, Station Relations & Engineering, CBS-TV; *Speaker:* Harold E. Fellows, president-chairman of the board, NAB.

TECHNICAL SESSION: 2:30 p.m.-5 p.m.—*Presiding:* Edward Benham, chief engineer, KTTV Los Angeles; *Session Coordinator:* James D. Russell, president-general manager, KKTV Colorado Springs, Colo.

Current and Future Telecasting With the Ampex VR-1000: Charles P. Ginsburg, Ampex Corp.

Color Videotape Recorder: A. H. Lind, RCA.

A New Three-Image-Orthicon Color Camera: J. F. Wiggin, Consulting Engineer, General Electric.

Network Transmission Committee Panel Discussion: Chairman: John Thorpe, customer service engineer, Long Lines Dept., AT&T, New York; *Panelists:* John Serafin, master control supervisor, ABC, New York; H. C. Gronberg, master control supervisor, NBC, New York; W. B. Whalley, senior project engineer, CBS-TV, New York; F. R. Freiberger, staff engineer, Pacific Telephone & Telegraph, San Francisco.

TUESDAY, APRIL 29

JOINT MANAGEMENT-ENGINEERING SESSION: Morning.

TECHNICAL SESSION: 2:30 p.m.-5:30 p.m.—*Presiding:* E. C. Frase Jr., chief engineer, WMC-WMCT Memphis, Tenn.; *Session Coordinator:* Max Bice, chief engineer, KTNT-TV Tacoma, Wash.

Analysis of Compatible Single Sideband System: G. A. Olive, RCA Labs.

Factual Operation and Results on Compatible Single Sideband: Frank Marx, vice president, ABC, New York; John H. DeWitt Jr., president, WSM Nashville, Tenn.

Design Methods to Improve the Stability of Am Directional Antenna Systems: Dr. George Brown, RCA.

Design Methods to Improve the Stability of Am Directional Antenna Systems: Dr. George Brown, RCA.

Multiplex Operation in Fm Broadcasting: Wm. Tomberlin, vice president in charge of engineering, KMLA Los Angeles.

Am, Fm and Tv Applications of Uni-Level Amplifiers and Limiting Amplifiers: A. A. McGee, engineer, General Electric.

Low Cost Remote Pickup Equipment Constructed by Station Personnel: William C. Grove, general manager-chief engineer, KFBC Cheyenne, Wyo.

WEDNESDAY, APRIL 30

JOINT MANAGEMENT-ENGINEERING SESSION: Morning.

ENGINEERING LUNCHEON: 12:30 p.m.—*Address:* Sir Harold Bishop, director of engineering, BBC.

TECHNICAL SESSION: 2:30 p.m.-5 p.m.—*Presiding:* J. Barry Watkinson, director of engineering, KIMA Yakima, Wash. *Session Coordinator:* J. G. Leitch, vice president of engineering, WCAU Philadelphia.

Small Market Television: F. D. Meadows, Sarkes Tarzian Inc.

A Wrap-Around Polygon-Shaped Helical Antenna: General Electric.

Systems Test Techniques: ABC.

Tv Broadcast Repeaters: Dr. Byron St. Clair, director of research and development, Adler Electronics.

Operational and Installation Aids for Vidicon Equipment: Kin Tel.

THURSDAY, MAY 1

TECHNICAL SESSION: 9 a.m.-noon—*Presiding:* Lester Learned, director in charge of engineering, MBS, New York; *Session Coordinator:* Frank Marx, vice president, ABC, New York.

Electronic Composites in Modern Television: F. J. Gaskins and R. C. Kennedy, NBC, New York.

What Management Expects of the Engineer: A. James Ebel, vice president-general manager, KOLN-TV Lincoln, Neb.

Equipment and Cameras Used in BBC Television Studios: F. C. McLean, deputy chief engineer, BBC.

Monochrome Television Film Standards: K. B. Benson, CBS-TV.

Influence of Color Telecasting on Tv Lighting: Herbert R. More, manager, television dept., Kliegl Brothers.

A Report on the Engineering Activities Of TASO: Dr. George Town, director, Television Allocations Study Organization.

ENGINEERING LUNCHEON IN HONOR OF DR. LEE DeFOREST: 12:30 p.m.—*Presiding:* Raymond F. Guy, NBC, New York; *Speaker:* Adm. Charles Horne, vice president-division manager, Convair, Pomona, Calif.; *Subject:* Guided Missile Programs—The Less Glamorous Ones; *Talk-Demonstration: New Adventures in Electronics:* C. N. Hoyler, manager of technical relations, David Sarnoff Research Center, Princeton, N. J.

ADJOURNMENT

Sidebar Meetings

FRIDAY, APRIL 25

FM DEVELOPMENT ASSN.

SATURDAY, APRIL 26

RCA: Sales meeting.

ASSN. OF MAXIMUM SERVICE TELECASTERS: Board of Directors.

ASSN. FOR PROFESSIONAL BROADCASTING EDUCATION: Board of Directors.

SUNDAY, APRIL 27

ASSN. FOR PROFESSIONAL BROADCASTING EDUCATION: Membership meeting.

ASSN. OF MAXIMUM SERVICE TELECASTERS: Membership meeting.

BROADCAST MUSIC INC.: Board meeting and Luncheon.

ASSN. OF MAXIMUM SERVICE TELECASTERS: Board of Directors.

COMMITTEE FOR COMPETITIVE TELEVISION: Membership meeting.

MBS: Affiliates meeting.

CLEAR CHANNEL BROADCASTING SERVICE.

DAYTIME BROADCASTERS ASSN.

MBS: Affiliates reception.

MONDAY, APRIL 28

QUALITY RADIO GROUP: Breakfast.

DISNEYLAND TOUR.

TELEVISION PIONEERS: Barbecue luncheon.

TELEVISION CODE REVIEW BOARD.

NAB ASSOCIATE MEMBER FILM DISTRIBUTORS: Reception.

TUESDAY, APRIL 29

TV STATIONS INC.: Breakfast.

FASHION LUNCHEON.

SOUTHERN CALIFORNIA BROADCASTERS ASSN.: Reception.

BROADCAST PIONEERS: Banquet.

WEDNESDAY, APRIL 30

SMALL TELEVISION MARKETS COMMITTEE: Breakfast.

"QUEEN FOR A DAY" LUNCHEON AND BROADCAST.

Washington Broadcasters Assn. Elects KPQ's Wallace President

MR. WALLACE

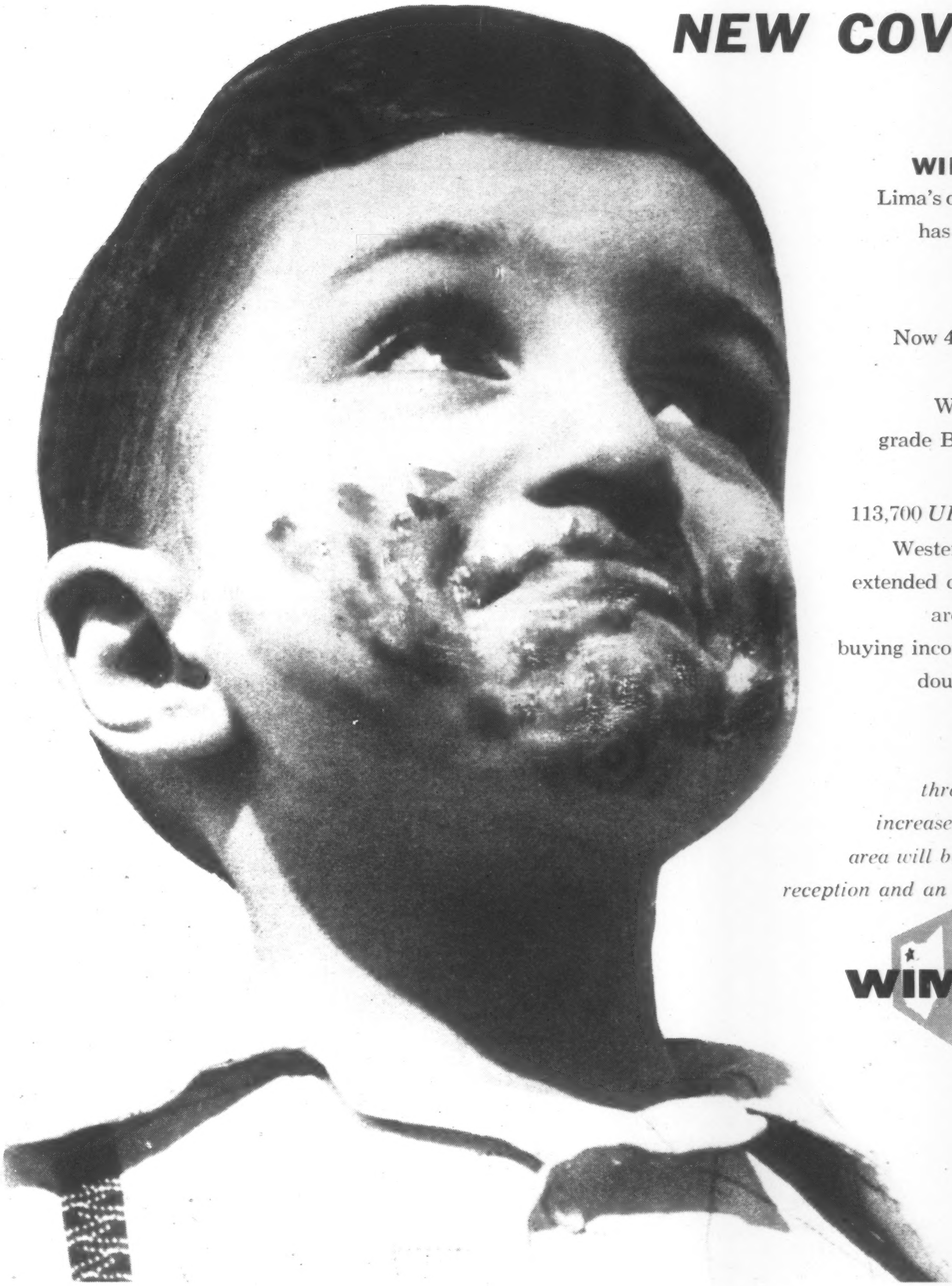
Jim Wallace, KPQ Wenatchee, was elected president of the Washington State Assn. of Broadcasters at a March 28-29 meeting, held at Washington State College, Pullman. Other officers elected were W. W. Warren, KOMO Seattle, vice president, and Allen Miller, KWSC Pullman, secretary-treasurer.

Dr. Frank Stanton, CBS president, and Sen. Warren G. Magnuson (D-Wash.) headed a list of speakers. The sessions included a sales clinic coordinated by Pat O'Halloran, KPQ, and Cal Watson, KWSC. Clinic speakers included Martin Boss, Pacific National Adv. Agency, Spokane, Wash.; Dean Eugene Clark, Washington State College School of Economics & Business; John Agostino, KXLY-AM-TV Spokane, and John Condon, KTAC Tacoma.

Charles H. Tower, NAB labor relations manager, told the Washington group that radio and tv stations generally are maintaining advertising revenues though competition is stiffer. He found a higher turnover among advertisers, shorter term commitments and more station effort and expense involved in maintenance of volume. He said it is fair to assume broadcasting will follow trends applicable to overall advertising expenditures unless its growth pattern and effectiveness in moving goods and services more efficiently are strong enough to make up the difference.

Other speakers included W. R. Twining, of Hamilton, Stubblefield, Twining & Assoc., San Francisco, and Ron Murphy, manager-counsel of the association. The association board includes Len Higgins, KTNT Tacoma; Saul Haas, KIRO Seattle; Wallace Reid, KORD Pasco; William Taft, KRKO Everett; Tom Bostic, KIAM Yakima; Rogan Jones, KVOS Bellingham; Dick Jones, KXLY Spokane, and Otto Brandt, KING Seattle.

NEW COVERAGE



WIMA-TV
Lima's only television station, has multiplied its power *TWELVE-FOLD!*

Now 45,000 more *UHF* sets are added to WIMA-TV's expanded grade B coverage area, for a new total of 113,700 *UHF* homes in booming Western Ohio. WIMA-TV's extended coverage embraces an area having an effective buying income of $681,654,000 — double the former figure.

Now, families throughout WIMA-TV's increased dominant coverage area will benefit from improved reception and an even clearer picture.

WIMA·TV
CHANNEL 35

abc CBS NBC

Represented by
H-R
Television, Inc.

OFFICERS elected at the Mississippi Broadcasters Assn. spring meeting in Biloxi are (seated, l to r) Bob Evans, WELO Tupelo, executive committee; Joe Carson, WOKK Meridian, vice president; John Bell, WCMA Corinth, president; Hal McCarley, WBLE Batesville, secretary-treasurer, and William Guest, WPMP Pascagoula, immediate past president, now on the executive committee. Other executive committeemen (standing, l to r): Tom Reardon, WROX Clarksdale; Howard Cole, WHOC Philadelphia; Ray Butterfield, WLOX Biloxi; Fred Beard, WJDX Jackson, and Granville Walters, WNSL Laurel. Executive committee member Monroe Looney, WNAG Grenada, is absent from the picture.

RAB-RNRC '58 Figures Show Radios in Use Up 81% from '48

The total of U. S. radios in working condition stood at 139.5 million as of Jan. 1, 1958, according to the semi-annual estimate of radio set population by the joint Radio Advertising Bureau-Radio Network Research Committee released last week. The figures show that there are 81% more radios in the U. S. today than in 1948, which, RAB pointed out, is the "year tv began its real growth."

A breakdown of the sets in use today shows 93.0 million in homes; 36.5 million in autos, and 10.0 million in public places. The committee estimates there are 46.6 million U. S. households with at least one radio in working order, plus an additional 1.9 million homes with radios temporarily inoperative. A total of 37.9 million secondary sets are in use in radio homes, RAB said, adding this excludes portables and auto sets.

An increase of 3 million auto sets in the past year was shown in the report. The auto set total of 36.5 million is more than three times the number there were 10 years ago. "As a matter of fact," it was reported, "there are more auto radios today than there were total radio homes in 1947." Portable radio count is now 8.5 million.

N. Y. Press Group Installs Slate

Julian Anthony, ABC, was installed last week for a second term as president of the Radio-Newsreel-Television Working Press Assn., N. Y. Also elected were Herb Schwartz, CBS, first vice president; Gabe Pressman, NBC, second vice president; Richard Milbauer, Newsfilm USA, treasurer; Charles Campbell, free lance, secretary; Cy Avnet, NBC, assistant secretary; George Jordan, NBC, sergeant at arms. The board of governors includes Nick Archer, News of the Day-Telenews, chairman; Robert Donahue Jr., News of the Day-Telenews; Jack Fern, CBS; David Klein, NBC; Arnold Lerner, IBM; Phil Scheffler, CBS, and Ed Silverman, ABC.

SMPTE to Hold Tv Film Session As Feature of L. A. Convention

A session on tv film distribution will highlight the 83rd semi-annual convention of the Society of Motion Picture & Television Engineers April 21-25 at the Ambassador Hotel in Los Angeles. The tv film session will be held at the ABC Television Center, Los Angeles.

Other subjects on the convention agenda include closed-circuit tv and plastics for the motion picture and tv industries. An exhibit of new equipment also will be featured during convention week.

Speakers announced for the tv film session: Frank G. Ralston Jr., ABC, Los Angeles, on results of a study of network film programming; Charles E. Buzzard, NBC, Hollywood, on conditions and procedures affecting a network film exchange; Henry J. Miller, ABC, Hollywood, on the difference in responsibilities of the tv film editor and the motion picture film editor; John P. Ballinger, Screen Gems Inc., Los Angeles, on the possibilities of standardization in tv film; Eric C. Johnson, Eastman Kodak Co., Rochester, N. Y., on film handling, and William W. Edwards, ABC, Hollywood, on planning film installations.

Flint Radio Stations Organize

Six radio stations in Flint, Mich., have formed the Flint Radio Broadcasters Assn. Managers of WAMM, WBBC, WFDF, WKMF, WTAC and WMRP met March 26 to organize the top-level management group and elected Richard S. Carter of WAMM president. Joseph R. Fife, WBBC, is secretary and Marvin Levey, WFDF, treasurer.

TvB Fires Back With Statistics Following Usual ANPA Claims

"The attraction and allure of television are about over," Charles T. Lipscomb Jr., president of Bureau of Advertising, American Newspaper Publishers Assn. told the Assn. of Advertising Men & Women in New York last week. Therefore, he said, "within the next few years, more and more big advertisers are going to switch to newspapers as their primary medium." The Television Bureau of Advertising promptly disagreed.

"Tv costs are rising and ratings declining," Mr. Lipscomb said. With more and more tv stations coming into being, the audiences become split, divided and diminished, to the point where advertisers are getting very nervous."

According to Mr. Lipscomb the average home "(even if watching for a total of five hours a day) can get, at most, only 7 or 8% of the advertising on television."

A TvB spokesman said Wednesday that this was "wishful thinking" on the part of Mr. Lipscomb. TvB cited its recently released figures which show a rise in network tv audience for the first two months of 1958. January and February 1958 set "two new alltime highs," TvB said "with the average daytime television advertiser reaching 19% more homes in 1958 than 1957, while the average evening tv advertiser reached 9% more homes." The TvB report showed that the average weekday daytime program reached 692,000 more homes per broadcast in 1958 than in 1957. Figures were compiled by A. C. Nielsen Co.

WOR-TV New York's Problem: No Ratings History on Phillies

Though WOR-TV New York has obtained three advertisers to sponsor its upcoming schedule of telecasts of Philadelphia Phillies baseball games, some advertiser resistance can be traceable to the "novelty factor" of the programming, Gordon Gray, executive vice president of WOR-TV New York, told a meeting of the Sports Broadcasters Assn. of New York last week.

Mr. Gray explained that timebuyers and other agency officials at agencies prefer to have a rating on a program before they recommend its purchase. The station obviously has no rating history on Phillies games and there has been some advertiser reluctance. Mr. Gray expressed the view that if the station does not obtain complete sponsorship by the opening of the season, he believes that advertisers will buy in "within a few weeks" after the first telecast.

Mr. Gray later declined to name the three advertisers signed but said the station hoped to announce the complete roster of advertisers at a later date. WOR-TV will start telecasting 78 Phillies games on April 15.

AWRT to Meet April 24-27

The American Women in Radio and Television has announced that it will hold its Seventh Annual Convention at the Fairmont Hotel in San Francisco April 24-27. The theme of the convention will be "Resources and Resourcefulness."

ASCAP SALUTES THE OSCAR WINNERS

ASCAP congratulates the 1957 Winners

"ALL THE WAY"

JIMMY VAN HEUSEN – SAMMY CAHN
PUBLISHED BY MARAVILLE MUSIC CORP.

©A.M.P.A.S.

ASCAP Academy winners since 1934:

1934—"The Continental"—Con Conrad, Herbert Magidson
1935—"Lullaby of Broadway"—Harry Warren, Al Dubin
1936—"The Way You Look Tonight"—Jerome Kern, Dorothy Fields
1937—"Sweet Leilani"—Harry Owens
1938—"Thanks for the Memory"—Ralph Ranger, Leo Robin
1939—"Over the Rainbow"—E. Y. Harburg, Harold Arlen
1940—"When You Wish Upon A Star"—Ned Washington, Leigh Harline
1941—"The Last Time I Saw Paris"—Jerome Kern, Oscar Hammerstein 2nd
1942—"White Christmas"—Irving Berlin
1943—"You'll Never Know"—Harry Warren, Mack Gordon
1944—"Swinging On A Star"—James Van Heusen, Johnny Burke
1945—"It Might As Well Be Spring"—Rodgers and Hammerstein
1946—"On the Atchison, Topeka and Santa Fe"—H. Warren, J. Mercer
1947—"Zip-A-Dee-Doo-Dah"—Allie Wrubel, Ray Gilbert
1948—"Buttons and Bows"—Jay Livingston, Ray Evans
1949—"Baby, It's Cold Outside"—Frank Loesser
1950—"Mona Lisa"—Ray Evans, Jay Livingston
1951—"In the Cool Cool Cool of the Evening"—H. Carmichael, J. Mercer
1952—"Do Not Forsake Me, Oh My Darlin' "—Dimitri Tiomkin, Ned Washington
1953—"Secret Love"—Sammy Fain, Paul Webster
1954—"Three Coins in the Fountain"—Sammy Cahn, Jule Styne
1955—"Love is a Many Splendored Thing"—Paul Francis Webster, Sammy Fain
1956—"Whatever Will Be, Will Be" ('Que Sera, Sera')—Ray Evans, Jay Livingston

WDAY-TV GETS SEC. 315 RELIEF

The legal dilemma of broadcasters—liability for political remarks they are forbidden to censor—received major judicial recognition Thursday in North Dakota Supreme Court.

In a 4-1 decision the court held that WDAY-TV Fargo is not liable for statements made over its facilities by a candidate in the 1956 general election campaign. The decision upheld the ruling of Judge John C. Pollock, of county district court, dismissing a $100,000 libel suit brought against the station by the North Dakota Farmers Union and A. C. Townley, a candidate for the Senate.

The Supreme Court hearing was held last Oct. 3, with Douglas A. Anello, NAB chief attorney, participating as a friend of the court [TRADE ASSNS., Oct. 7, 1957]. The Union has not decided if it will appeal.

Judge P. O. Sathre, of the Supreme Court, handed down the majority decision. It was believed to be the first time an appellate court had ruled on the liability problem created by Sec. 315 of the Communications Act of 1934, the "equal time" section. The law requires broadcasters who broadcast speeches by one or more candidates for the same office to give equal time to other candidates. It holds broadcasters may not censor speeches carried under this equal time basis, under penalty of loss of broadcast license.

In his opinion Judge Sathre said, "Since power of censorship of political broadcasts is prohibited, it must follow as a corollary that the mandate prohibiting censorship includes the privilege of immunity from liability for defamatory statements made by the speakers.

"In the instant case the defendant (WDAY-TV) was required by Sec. 315 to permit broadcast of the Townley speech. Power to censor the speech was denied by the clear and specific language of Sec. 315. We cannot believe that it was the intent of Congress to compel a station to broadcast libelous statements and at the same time subject it to the risk of defending actions for damages."

North Dakota has a state law giving immunity to broadcasters for defamatory statements made over the station by persons other than the station owner or station personnel. This law was not before the State Supreme Court in the current case.

Quenton Burdick, Farmers Union counsel, said Thursday in Fargo the Union would decide today (Monday) at a board meeting if it would take the case to the U. S. Supreme Court.

Judge James Morris, in dissenting from the majority ruling, contended that while Congress may have intended to prevent censorship of matter defamatory to candidates, this does not extend to innocent bystanders. He said, "The plaintiff is an innocent third party whose reputation has been defamed under the claimed protection of the prohibition against censorship in Sec. 315." He concluded Sec. 315 does not afford WDAY-TV a defense and that the public interest is not served by making the reputation of innocent third parties subject to destruction without recourse to the disseminator.

NTA Newark Purchase Gets FCC's Approval

The first sale of a New York market station was granted by the FCC last week to National Telefilm Assoc. Inc. with approval of the firm's $3.5 million purchase of ch. 13 WATV (TV) and WAAT-AM-FM Newark, N. J., from Irving R. Rosenhaus and associates.

The grant was made without prejudice to whatever action the Commission "may deem appropriate in the light of any determination" of certain anti-trust suits which involve NTA. Comrs. Robert Bartley and T.A.M. Craven dissented on this decision. Comr. Robert Lee was not present.

NTA, which also owns ch. 9 KMSP (TV) Minneapolis-St. Paul, Minn., plans to change the call letters of its Newark stations to WNTA-AM-FM-TV. WAAT, which along with its fm affiliate was licensed to Bremer Broadcasting Corp., operates on 970 kc with 5 kw day, 1 kw night. WAAT-FM is on 94.7 mc with 13.5 kw. WATV, licensed to Atlantic Television Inc., began in 1948 on ch. 13, and is one of seven tv stations sharing an antenna atop the Empire State Bldg.

NTA is considered one of the larger distributors of feature films and tv film series to television. It has an agreement with 20th Century-Fox Corp. to release its pre-1948 films to tv as the company makes them available for television showing. NTA also operates the NTA Film Network, in which Fox holds a 50% interest.

Commenting on last week's FCC action, Ely A. Landau, board chairman and chief executive officer of NTA, said: "The acquisition of television and radio operations in metropolitan New York City is an important milestone in the growth of NTA. We have plans for a complete overhaul of the program structure of these stations, including the presentation of many live programs. Shortly we shall announce new and additional personnel to carry forward the plans we have been working on."

FCC Questions KTVW (TV) Proposed Move to Seattle

The FCC last week asked J. Elroy McCaw, owner of KTVW (TV) Tacoma, Wash., to explain why a hearing should not be set on the station's application to increase power and antenna height and move the ch. 13 outlet's transmitter into Seattle.

Questioned in the FCC's McFarland letter, among other things, was whether KTVW is attempting to become a Seattle station.

Mr. McCaw's application asked for an increase in power from 100 kw to the maximum 316 kw, an increase in antenna height from 780 to 795 feet, a change in type of transmitter and a move of KTVW's transmitter 26 miles north from its present location five miles east of Tacoma to Queen Anne Hill in Seattle.

The FCC said its findings indicate the proposed changes would place part of Tacoma in a shadow area because of major terrain obstruction; that the proposed site is in an area zoned as residential and KTVW has been refused the proposed site; that the outlet's proposal to use existing capital of $55,500 and deferred payments of $166,500 for the changes does not verify that there is an agreement for credit with an equipment manufacturer for credit terms; that KTVW's balance sheet on April 15, 1957, indicates liabilities exceed cash receivable by $127,000, and that the FCC is unable to determine if any cash at all is available or how it can be obtained from liquid assets.

WOV Joins Rush to Suburbs, Asks New York-Carlstadt ID

While some small-market broadcast stations aspire to be identified with nearby big cities, WOV New York has joined the great American rush to the suburbs.

That is the deduction to be made from the station's application to the FCC asking that it be allowed to identify itself as serving both New York and nearby Carlstadt, N. J. (population 5,591, 1950 Census). The management of the station, known for its programming to Italian-speaking audiences, explained Carlstadt has had a heavy influx of Italian-speaking and Negro populations in recent years.

But the FCC, its amazement and curiosity still unabated, last week sent WOV a McFarland Letter asking why a hearing should not be set on WOV's claim that an undue burden would be placed on the station if it remains a New York-only outlet.

Enden Dandruff Claims Revised In Wake of FTC's Crackdown

Helene Curtis Industries Inc., Chicago, has entered a consent agreement with the Federal Trade Commission that it will cease claims that Enden shampoo will unqualifiedly cure dandruff. This is the second television case based on FTC monitoring to be closed.

The agreement signed by Helene Curtis is not an admission of violating the law. It follows an official complaint filed against the cosmetic house by the FTC last summer [GOVERNMENT, Aug. 5] charging that false dandruff-curing properties were claimed for Enden in network and spot commercials. The FTC approved the consent order last week.

Helene Curtis is forbidden to claim that Enden will have any lasting effect on dandruff except during regular use, according to the FTC. One other cosmetic case developed by the monitoring unit was closed when Lanolin Plus last fall signed a consent order prohibiting scare tactics and statements that competitors' detergent shampoos burn hair [GOVERNMENT, Nov. 4]. Cases against broadcast commercials for drugs, a household cleaner and other products still are in litigation.

YOU MIGHT DRAW A ROYAL FLUSH—*

BUT . . . YOU NEED WKZO-TV TO GET THE JACKPOT IN KALAMAZOO-GRAND RAPIDS!

AMERICAN RESEARCH BUREAU
MARCH 1957 REPORT
GRAND RAPIDS-KALAMAZOO

TIME PERIODS	Number of Quarter Hours With Higher Ratings	
	WKZO-TV	Station B
MONDAY THRU FRIDAY		
8:00 a.m. to 6:00 p.m.	143	57
6:00 p.m. to 11:00 p.m.	94	6
SATURDAY		
8:00 a.m. to 11:00 p.m.	50	10
SUNDAY		
9:00 a.m. to 11:00 p.m.	40	16

NOTE: *Survey based on sampling in the following proportions—Grand Rapids (42.8%), Kalamazoo (18.9%), Muskegon (19.8%), Battle Creek (18.5%).*

For the winning hand in Kalamazoo-Grand Rapids you need the market dominance of WKZO-TV! Look at the facts: ARB shows WKZO-TV is first in 267% more quarter hours than the next-best station—327 for WKZO-TV, 89 for Station B!

WKZO-TV telecasts from Channel 3 with 100,000 watts from 1000′ tower. It is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids — serves over 600,000 television homes in one of America's top-20 TV markets!

100,000 WATTS • CHANNEL 3 • 1000′ TOWER

WKZO-TV

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

AM – TV – FM

The Fetzer Stations

WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN-TV—LINCOLN, NEBRASKA
Associated with
WMBD RADIO—PEORIA, ILLINOIS

* *Odds against it—649,739 to 1!*

FCC DISCLAIMS CATV CONTROL

The FCC last week washed an old irritant, community antenna television, out of its hair.

Community antenna systems do not perform the functions of common carriers as set forth in the Communications Act, the FCC said—and dismissed a 1956 complaint by 13 radio and tv broadcast stations asking the agency to assume jurisdiction over 28 such systems operating in 36 states.

Comr. Robert T. Bartley abstained from the FCC vote which threw out the complaint filed April 6, 1956 [GOVERNMENT, April 9, 1956] by KFBC-AM-TV Cheyenne, Wyo.; KSTF (TV) Scottsbluff, Neb.; KFXJ-AM-TV Grand Junction, Colo.; KOTA-AM-TV Rapid City, S. D.; KID-AM-TV Idaho Falls, Idaho; KSPR Casper, Wyo.; KGVO-AM-TV Missoula, Mont.; KLIX-AM-TV Twin Falls, Idaho; KLAS-AM-TV Las Vegas, Nev.; KANA Anaconda, Mont.; KGLN Glenwood Springs, Colo.; KRAL Rawlins, Wyo., and KSID Sidney, Neb.

Comr. Robert E. Lee did not participate in the FCC action.

In turning down the request by the 13 western outlets, the FCC acknowledged that common carriers and CATV systems have several qualities in common. But the significant difference, the FCC emphasized, is that the signals transmitted by the former are determined by the user or subscriber, not the common carrier itself, while the signals transmitted by the CATV system are determined by the system itself, not the customer.

Although the complaint had not raised the question of possible FCC jurisdiction over CATV through the agency's radio licensing provisions, the FCC said there is doubt that these provisions may be interpreted to reach CATV systems as long as the systems don't violate prohibitions against excessive eletromagnetic radiation emission.

The FCC said that while the Communications Act does not define the specific test of what is and is not a common carrier, the history of the Act has made it clear that its provisions should not apply to persons who are not common carriers in the "ordinary" or "traditionally accepted" concept of common carriers.

Fundamental to this is that the customer transmits intelligence of his own choosing, the FCC said. Acknowledging that a CATV operator would be likely to transmit programs to general listener preferences, the FCC said that nevertheless the ultimate choice is with the CATV operator, and that it's obvious the CATV operator can't program according to the desires of each individual among his customers.

Even if the FCC could assume common carrier powers over CATV, the order said, the agency doesn't feel it could restrict or control the entry or operation of CATV systems to protect broadcast stations.

The 13 outlets had claimed CATV tends to defeat the objectives of the Sixth Order & Report—to provide at least one tv service to all parts of the country and one service to each community; causes reluctance by advertisers to buy a local station when they already are getting free circulation via CATV; affects quality of local station programming because of diminished revenues from networks; inhibits construction of local and satellite stations and thus makes it tough for rural subscribers (not served by CATV) to get tv service; may create overlap of the service areas of stations under common control.

There are 500 to 600 community television systems throughout the U. S., with the heaviest concentration in mountainous regions. CATV systems, which may be privately operated or owned co-operatively by a community, receive the signals of regular tv broadcast stations in their area via an antenna, usually on a hilltop or other high ground near the community. From this point, signals are transmitted by wire, with suitable amplifiers, to the homes or places of business in a community.

Technically, a CATV system may receive and transmit the signals of up to seven tv stations if that many are within its antenna's reach, but the average is three—usually representing programs of the three tv networks. The systems can receive signals from a uhf station and convert them for reception on a conventional vhf receiving set.

CATV systems are not legally required to get permission from the tv stations whose signals they retransmit, though some do. The systems charge the set owner an installation fee ranging from $25 to $75 and a monthly fee of $3 to $7.50.

Walla Walla Shifted to All-U, In FCC Deintermixture Action

The FCC last week finalized its rule-making on Walla Walla, Wash., and amended its tv table of assignments, effective May 12, to make Walla Walla all-uhf by deleting chs. 5 and 8, adding chs. 44 and 50 (educational) and making ch. 22, now reserved for educational use, available for commercial use. Comr. Robert Bartley dissented in this decision.

At the same time the Commission rejected proposals by ch. 59 WFAM-TV Lafayette, Ind., to shift ch. 10 from Terre Haute to Lafayette, and by ch. 24 WDAN-TV Danville, Ill., to shift ch. 10 from Terre Haute to Danville.

The FCC also directed preparation of a document which would deny all ch. 12 rule-making proposals affecting Erie, Pa.; Akron-Cleveland, Ohio; Clarksburg and Weston, both West Virginia, and Flint-Saginaw-Bay City, Mich. This proceeding has involved conflicting proposals to shift ch. 12 from Erie to the Cleveland-Akron area, or to Akron or Cleveland alone, or to Canton or Cleveland for educational use. The proceeding has also involved the reassigning of ch. 12 from Flint to Saginaw-Bay City-Flint, or to Ann Arbor. The proposal to shift ch. 12 from Erie to Akron-Cleveland or to Akron alone would have necessitated transmitter site and possible channel changes of facilities in Clarksburg and Weston, W. Va.

The Commission last week invited comments by May 12 to a proposal by ch. 12 KTVH (TV) Hutchinson, Kan., to shift that channel to Wichita, Kan., so that KTVH could request modification of its license to specify operation on ch. 12 at Wichita. Comrs. Bartley and Frederick Ford dissented.

The Commission also invited comments by May 12 to petitions for rule-making to (1) shift ch. 22 from Clarksburg, W. Va., to Pittsburgh, Pa., and (2) substitute ch. 33 for ch. 73 in Youngstown, Ohio, deleting ch. 47 from Pittsburgh and adding chs. 22 and 73 to that city and ch. 79 for ch. 22 in Clarksburg. At the same time, WTVQ (TV) Pittsburgh was asked to show cause why it should not shift from ch. 47 to either ch. 22 or ch. 73, and WXTV (TV) Youngstown to change from ch. 73 to ch. 33. The first of these proposals was made by Pittsburgh's educational tv station, ch. 13 WQED (TV), to enable ch. 22 (commercial) also to be used for educational programs in Pittsburgh area. The second proposal was made by ch. 73 WXTV (TV) Youngstown, which claims to be at a disadvantage because of lower uhf channel service in its area. Chairman John Doerfer and Comr. Ford dissented.

Comr. Robert Lee was absent for the day. Chairman Doerfer was absent for the Walla Walla, Wash., allocation.

Objections Filed at Commission To Storer Experimental V Bid

Storer Broadcasting's petition to construct an experimental station in the Wilmington-Philadelphia area on ch. 12 to broadcast the regular program schedule of Storer's ch. 12 WVUE (TV) Wilmington, [GOVERNMENT, Feb. 24] ran into opposition from ch. 12 WNBF-TV Binghamton, N. Y., sister station of WFIL-TV Philadelphia.

WNBF-TV states that the Storer proposal is contrary to the public interest because "construction and operation of the proposed facilities at the site specified will reduce the mileage separation" between WVUE and WNBF-TV "substantially below the minimum" permitted by the FCC. The experimental station would also cause objectionable interference to WNBF-TV, and the proposed station does not offer a "valid program of research and experimentation." WNBF-TV feels the WVUE experiment is "subterfuge."

WPRO-TV Providence, R. I., has also objected to the experimental station, stating that it will cause "objectionable interference". WPRO-TV wants either a denial, hearing, or the limitation on Storer to confine its experiment to no-interference hours or to modify its proposal so no interference will be caused WPRO-TV.

WGKA-AM-FM Programs Proper

WGKA-AM-FM Atlanta was reported in BROADCASTING as one of nine radio stations receiving a letter of inquiry from the FCC regarding purported program imbalance [CLOSED CIRCUIT, March 31]. This was incorrect. WGKA, which runs a good music program operation, was informed that its application for license renewal was received too late for processing. There was no question of programming imbalance. FCC staff has WGKA application under review now.

KFWB
COLOR RADIO
LOS ANGELES
HOOPER*

*

Nothing subliminal about color radio. Los Angeles responded when C. E. Hooper called to make his February-March report. KFWB is No. 1 in total rated time periods. PULSE is coming up fast, too. In wonderful Los Angeles, buy KFWB. Robert M. Purcell, president and general manager. Represented nationally: JOHN BLAIR & COMPANY

RADIO TRAFFIC AID CITED TO CONGRESS

- **House group holds hearings**
- **MBS, WIP, NAB appear**

Radio broadcasters told Congress last week that radio can be used to beat death on the highways.

"The only possible way of reaching the man or the woman driving a car is through radio," one of them told a subcommittee of the House Commerce Committee.

MBS' Charles Godwin described Mutual's network of East Coast affiliates which furnish road and weather information to Florida-bound motorists in winter months. A unique aspect of this *Operation Roadbeat* program, Mr. Godwin pointed out, is that participating Mutual stations tell listeners where to turn their dials for additional information enroute from one area to another.

He called for the establishment of a centralized reporting system so all media could receive traffic information quickly and easily.

Mr. Godwin illustrated his statement with a 2½-minute tape recording of a WIP Philadelphia broadcast on road and traffic conditions. He also read a statement for MBS president Armand Hammer, saying 36 million automobiles are equipped with radio.

Ralf Brent, WIP executive, told committee members, that the Philadelphia station broadcasts almost 100 traffic announcements weekly, and has been promoting highway safety for 22 years.

One special WIP program, *Heading Home,* runs from 4 p.m. to 6 p.m. for homeward bound workers, Mr. Brent related. He also said that the General Motors Acceptance Corp. sponsors 30 traffic announcements weekly. WIP is one of the stations in the country carrying the GMAC campaign on a 52-week-a-year basis, he said. During the summer months, he explained, GMAC expands this campaign to 300 stations.

WIP also uses an airplane in the summer months to spot traffic conditions, Mr. Brent said. Reports from the plane are broadcast direct to listeners in cars via WIP, he explained.

He also said WIP has received many grateful calls from motorists during the severe snowstorm three weeks ago expressing appreciation for the advice on what to do and what not to do if an automobile ran into a fallen power line or one fell on a car.

Vincent T. Wasilewski, NAB government relations manager, told the committee that radio-television placed 2,114,515,000 "home impressions" on traffic safety during 1957. This was attributed to A. C. Nielsen Co.

Mr. Wasilewski also related what some stations were doing to bring traffic conditions to the attention of motorists. In Los Angeles, he related, one station uses a helicopter to survey traffic conditions and broadcast them to the motoring public [Programs & Promotion, March 31].

Georgia broadcasters conducted a "Deathless Weekend" campaign in 1957 which contributed substantially if not entirely, to a reduction from the average nine traffic fatalities per weekend to only two. Kentucky broadcasters use daily beeper reports on statewide traffic conditions, furnished by the State Police, Mr. Wasilewski said.

Radio works in other ways to promote traffic safety, Ed Kiester, travel editor of *Parade Magazine,* reminded. He alluded to the companionship radio brings the solo driver as well as its news function.

The only dissent to the unanimous presentation calling for greater centralization in the handling of traffic news came from Ross D. Netherton, legislative counsel for the American Automobile Assn. He praised the ability and service radio performs in alerting the public and the motorist to traffic and road conditions—describing also the cooperation which AAA furnishes in collecting and disseminating this information—but he expressed his opposition to the "commercialization of travel condition news." He also said monopolies of such information are not in the public interest.

The special House Subcommittee on traffic safety is headed by Rep. Kenneth A. Roberts (D-Ala.), and includes Democratic Reps. Walter Rogers (Tex.), Samuel N. Friedel (Md.) and J. Carlton Loser (Tenn.), and Republican Reps. John V. Beamer (Ind.), Alvin R. Bush (Pa.) and Paul F. Schenck (Ohio).

The hearing was held at the behest of broadcasters who asked for the opportunity of explaining how they could help in bringing down traffic fatalities.

CBS' Salant Counterattacks On McDonald Network Charges

"Nightmarish fantasy." That is what Richard C. Salant, CBS vice president, termed the letter sent to newspaper publishers by Comdr. E. G. McDonald Jr., president of Zenith Radio Corp. [Closed Circuit, March 31].

Mr. Salant told Mr. McDonald in a March 26 letter answering the Zenith attack on CBS and NBC that it was inconceivable that anyone "remotely acquainted with both the statutory and practical safeguards under which the broadcasting industry in this country operates could voice such charges."

COMDR. McDONALD

MR. SALANT

The Salant reply, also circulated to members of the Senate and House Commerce Committees, noted that broadcasting is regulated by the FCC and that it is impossible, even if a broadcaster wished, to operate contrary to the public interest. He also stressed that the public would not let unfair play go undetected and uncorrected without reaction.

"Indeed," Mr. Salant said, "the record of the broadcasting industry in controversial matters is conspicuous among all media for the diversity of views that it presents."

Comdr. McDonald's March 21 letter to newspaper editors and publishers accused the networks and their affiliates of scuttling proposed tests of pay tv through a campaign of distorted editorials. He also expressed great concern at the potential for "thought control" inherent in the broadcast medium.

FCC Upholds KTVI (TV) For Ch. 2 St. Louis

The FCC last week granted ch. 2 in St. Louis to KTVI (TV), licensed to Signal Hill Telecasting Corp.

The station had held a license for ch. 36, but has operated on ch. 2 under temporary authorization for about a year.

The grant affirmed an initial decision in February by Hearing Examiner Herbert Sharfman favoring the grant. The approval is subject to any future action the FCC may take concerning minimum mileage separation requirements between the St. Louis ch. 2 and proposed sites for co-channel 2 at Terre Haute, Ind.

Examiner Sharfman recommended the grant after a merger agreement between Signal Hill (KTVI) and Louisiana Purchase Co., both applicants for ch. 2, in which Louisiana Purchase agreed to become 10% owner of KTVI [Government, Feb. 24]. The terms of the agreement called for Louisiana Purchase principals to pay 10 cents a share individually for a total 135,190 shares of KTVI stock and for Signal Hill to reimburse Louisiana Purchase for part of that firm's actual expenses by payment of $41,000.

The FCC in making the grant last week waived its mileage separation requirements in the Terre Haute-St. Louis cases contingent on location of the Terre Haute ch. 2 transmitter at an antenna farm area there at an exact site to be approved by the FCC.

The *St. Louis Globe-Democrat* owns 25% of KTVI. The newspaper exercised its option to acquire this interest (also at 10 cents a share) after relinquishing its 23% interest in the St. Louis ch. 4 station, bought by CBS Inc.

WQXR Challenges WDXR Grant

WQXR New York has asked the U. S. Court of Appeals in Washington to reverse the FCC's 1957 grant of 1560 kc with 1 kw unlimited to E. Weaks McKinney-Smith in Paducah, Ky. (now WDXR). WQXR is the Class 1-B station on 1560 kc. WQXR's petition for rehearing was denied by the FCC in February of this year.

The 1560 kc grant was made after a hearing, with WQXR as a party. An examiner ruled against the grant to McKinney-Smith, but the Commission overruled and granted the application in February 1957. *New York Times*-owned WQXR claimed that its license was modified without a hearing and that the grant conflicted with the so-called 10% rule (Sec. 3.28[c]), which prohibits grants in certain cases where the proposed station would receive interference from existing or dominant stations affecting 10% or more of its potential primary coverage area.

Next to Face Barrow Hearing: Meredith, Storer, Westinghouse

The FCC announced last week that resumption of the Barrow Report network practices hearing tomorrow will commence with Meredith Publishing Co. as the first witness, with Storer and Westinghouse following. The sessions will be held on Tuesday, Thursday and Friday of this week.

The scheduled April 15 date has been changed to April 14, with network affiliate committees on the stand. These sessions will run through April 18, except for April 16 (Wednesday) which is the Commission's usual meeting day.

The third group of meetings will take place April 22, at which time Richard A. Moore, KTTV (TV) Los Angeles—expected to be the first (and possibly the only) witness to support the Barrow Report findings—will testify.

WJRT (TV) Gets Closer On Flint, Mich., Ch. 12 Grant

The four-year-old case of ch. 12 Flint, Mich., moved toward conclusion last week as the FCC directed preparation of documents affirming its previous grant of ch. 12 to WJRT (TV), as modified by changes in transmitter and programming.

The Commission heard a second oral argument in this case last January [GOVERNMENT, Jan. 27]. By this decision, the Commission would again deny competing applications of Trebit Corp. and W. S. Butterfield Theatres Inc. for ch. 12 in Flint. It would also deny protests by ch. 57 WKNX-TV Saginaw, ch. 54 WTOM-TV Lansing and ch. 13 WWTV (TV) Cadillac, all Michigan, and affirm a previous grant to WJRT to move its transmitter site from a point southeast of Flint (Clarkston) to a point northwest of Flint (Chesaning), to make antenna changes and to change studio location in Flint.

Sen. Schoeppel Says Continuance Of ABC Radio Network Vital

Sen. Andrew F. Schoeppel (R-Kan.) is worried about the news that ABC may be forced to shut down the American Broadcasting Network (see story, page 56). In statements on the Senate floor the Kansas Republican praised the four radio networks and said he hoped ABC, "in a decision worthy of public admiration, will find it possible to continue its radio network's role as a vital link in the chain of man's knowledge and understanding."

Sen. Schoeppel, a member of the Senate Commerce Committee, said the "essentiality of radio networks is more pronounced than ever."

Hennings' Secrecy Bill Slated For Second Subcommittee Airing

A bill which its author says will "make it clear beyond any doubt" that present law "does not authorize censorship or the withholding of information from the public" will be aired again April 16 when the Senate Constitutional Rights Subcommittee resumes hearings on the measure.

Sen. Thomas C. Hennings Jr. (D-Mo.), author of the bill (S 921) and chairman of the subcommittee, said the bill would amend the government "housekeeping statute which permits executive department heads to prescribe regulations for the custody, use and preservation of the records and papers in the departments."

Sen. Hennings said that among those testifying will be representatives of the various news-gathering media. The senator has invited Attorney General William P. Rogers to return to state his views on the bill. Sen. Hennings said Mr. Rogers' testimony March 6 before the Senate group [GOVERNMENT, March 10] and a later letter from Mr. Rogers to Sen. Hennings are in "conflict."

Rep. George Meader (R-Mich.), an acknowledged critic against secrecy in government, last week in a talk on the House floor criticized Mr. Rogers and asked him to explain his position that the President has unlimited power to keep information secret. A companion bill (HR 2767) is in the House.

Buy WAKR.....Sell the Akron Area At LOWEST COST Per Thousand

WAKR IS 1st

in Listeners

in Coverage

***PULSE**

SHARE—6 A.M. TO MIDNIGHT

42%—WAKR IS 1st

LEADS IN EVERY QUARTER HOUR PERIOD DAY AND NIGHT

* Oct. 1957—Mon. thru Fri.

***HOOPER**

SHARE—7 A.M. TO 6 P.M.

49%—WAKR IS 1st

WITH MORE LISTENERS THAN ALL OTHER RATED STATIONS COMBINED

* Oct. thru Dec. 1957, Mon. thru Fri.

***NIELSEN—NCS #2**

WAKR IS 1st

In Audience and Coverage

* Leads all Akron Stations in Summit, Portage, Medina, Wayne and Stark Counties

National Rep.: BURKE-STUART Company, Inc.

• New York • Chicago • Detroit • Los Angeles • San Francisco

WAKR • RADIO — WAKR • TV

853 COPLEY ROAD • AKRON 20, OHIO

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN FEBRUARY

FROM the monthly audience surveys of American Research Bureau, BROADCASTING each month lists the 10 top-rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK *seven-station market*

Rank	Program	Distr.	Day & Time		Sta.	Rating
1.	*Sea Hunt*	(Ziv)	Sat.	10:30	WCBS-TV	28.5
2.	*If You Had a Million*	(MCA-TV)	Sat.	7:00	WCBS-TV	18.1
3.	*Highway Patrol*	(Ziv)	Mon.	7:00	WRCA-TV	17.5
4.	*Honeymooners*	(CBS Film)	Tues.	7:00	WRCA-TV	17.2
5.	*Code 3*	(ABC Film)	Wed.	10:30	WRCA-TV	15.8
6.	*Annie Oakley*	(CBS Film)	Sun.	6:00	WABC-TV	12.1
7.	*Silent Service*	(NBC Film)	Fri.	7:00	WRCA-TV	11.9
8.	*Mike Hammer*	(MCA-TV)	Tues.	10:30	WCBS-TV	10.6
9.	*The Vise*	(Thompson-Koch)	Tues.	10:30	WRCA-TV	10.4
10.	*Death Valley Days*	(Pacific-Borax)	Wed.	7:00	WRCA-TV	10.2

CHICAGO *four-station market*

Rank	Program	Distr.	Day & Time		Sta.	Rating
1.	*State Trooper*	(MCA-TV)	Wed.	9:30	WNBQ	26.0
2.	*Silent Service*	(NBC Film)	Tues.	9:30	WNBQ	22.0
3.	*Annie Oakley*	(CBS Film)	Fri.	6:00	WGN-TV	16.2
4.	*Whirlybirds*	(CBS Film)	Thurs.	9:00	WGN-TV	16.0
5.	*Highway Patrol*	(Ziv)	Fri.	8:00	WGN-TV	15.9
6.	*Brave Eagle*	(CBS Film)	Tues.	6:00	WGN-TV	14.9
7.	*Men of Annapolis*	(Ziv)	Mon.	9:30	WGN-TV	14.4
8.	*Sea Hunt*	(Ziv)	Wed.	8:30	WGN-TV	13.9
9.	*Cisco Kid*	(Ziv)	Mon.	6:00	WGN-TV	13.7
10.	*Honeymooners*	(CBS Film)	Thurs.	9:30	WGN-TV	13.5

MINNEAPOLIS-ST. PAUL *four-station market*

Rank	Program	Distr.	Day & Time		Sta.	Rating
1.	*Death Valley Days*	(Pacific-Borax)	Sat.	9:30	WCCO-TV	24.5
2.	*Popeye Clubhouse*	(AAP)	M-F	5:30	WCCO-TV	23.0
3.	*State Trooper*	(MCA-TV)	Tues.	9:30	KSTP-TV	20.7
4.	*Studio 57*	(MCA-TV)	Wed.	9:30	KSTP-TV	16.6
5.	*Sky King*	(Nabisco)	Sat.	9:00*	WCCO-TV	15.4
6.	*Sea Hunt*	(Ziv)	Mon.	9:30	WTCN-TV	14.9
7.	*Sheriff of Cochise*	(NTA)	Sat.	10:30	KSTP-TV	14.6
8.	*Highway Patrol*	(Ziv)	Thurs.	10:30	KSTP-TV	13.3
9.	*Bugs Bunny Time*	(AAP)	M-F	4:30	WCCO-TV	12.7
	Whirlybirds	(CBS Film)	Sun.	9:30	KSTP-TV	12.7
10.	*Harbor Command*	(Ziv)	Thurs.	9:30	KSTP-TV	11.9
	Mr. D. A.	(Ziv)	Wed.	10:30	KSTP-TV	11.9

CLEVELAND *three-station market*

Rank	Program	Distr.	Day & Time		Sta.	Rating
1.	*Frontier Doctor*	(H-TV)	Mon.	7:00	KYW-TV	28.6
2.	*Sky King*	(Nabisco)	Mon.	6:30	KYW-TV	27.1
3.	*Popeye Clubhouse*	(AAP)	M-F	5:30	KYW-TV	26.7
4.	*Silent Service*	(NBC Film)	Sat.	10:30	WJW-TV	25.2
5.	*Death Valley Days*	(Pacific-Borax)	Thurs.	7:00	KYW-TV	24.9
6.	*Annie Oakley*	(CBS Film)	Sat.	6:30	WJW-TV	23.5
7.	*Science Fict. Theatre*	(Ziv)	Fri.	6:30	KYW-TV	22.7
8.	*Cisco Kid*	(Ziv)	Thurs.	6:30	KYW-TV	21.9
9.	*Honeymooners*	(CBS Film)	Tues.	10:30	KYW-TV	21.4
10.	*Soldiers of Fort.*	(MCA-TV)	Thurs.	6:00	KYW-TV	21.1
	Brave Eagle	(CBS Film)	Mon.	6:00	KYW-TV	21.1

COLUMBUS *three-station market*

Rank	Program	Distr.	Day & Time		Sta.	Rating
1.	*Honeymooners*	(CBS Film)	Sat.	7:00	WBNS-TV	32.2
2.	*Highway Patrol*	(Ziv)	Tues.	10:30	WBNS-TV	29.6
3.	*Death Valley Days*	(Pacific-Borax)	Sun.	9:30	WBNS-TV	25.4
4.	*Whirlybirds*	(CBS Film)	Thurs.	7:00	WTVN-TV	23.1
5.	*Sky King*	(Nabisco)	Fri.	6:30	WBNS-TV	21.7
6.	*Harbor Command*	(Ziv)	Fri.	9:30	WTVN-TV	20.8
7.	*Sheriff of Cochise*	(NTA)	Fri.	10:30	WTVN-TV	20.7
8.	*Gray Ghost*	(CBS Film)	Fri.	7:30	WBNS-TV	20.4
9.	*Annie Oakley*	(CBS Film)	Mon.	6:00	WBNS-TV	19.6
10.	*Our Miss Brooks*	(CBS Film)	Sun.	6:30	WBNS-TV	19.3

LOS ANGELES *seven-station market*

Rank	Program	Distr.	Day & Time		Sta.	Rating
1.	*Death Valley Days*	(Pacific-Borax)	Thurs.	7:00	KRCA	18.9
2.	*Highway Patrol*	(Ziv)	Mon.	9:00	KTTV	15.3
3.	*Dick Powell*	(Official)	Sat.	9:30	KNXT	14.8
4.	*Search for Adven.*	(Bagnall)	Thurs.	7:00	KCOP	14.6
5.	*Honeymooners*	(CBS Film)	Thurs.	7:00	KNXT	14.5
6.	*Amos 'n' Andy*	(CBS Film)	Sun.	6:00	KNXT	14.1
7.	*Men of Annapolis*	(Ziv)	Thurs.	7:30	KNXT	13.0
8.	*Sheriff of Cochise*	(NTA)	Sat.	7:30	KTTV	11.6
9.	*Studio 57*	(MCA-TV)	Sat.	8:00	KTTV	11.2
10.	*Harbor Command*	(Ziv)	Sat.	7:00	KTTV	11.0

WASHINGTON *four-station market*

Rank	Program	Distr.	Day & Time		Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Sat.	7:00	WTOP-TV	26.3
2.	*Science Fict. Theatre*	(Ziv)	Sun.	6:00	WMAL-TV	19.8
3.	*Gray Ghost*	(CBS Film)	Sat.	10:30	WTOP-TV	19.1
4.	*Annie Oakley*	(CBS Film)	Fri.	7:00	WTOP-TV	16.7
5.	*Frontier Doctor*	(H-TV)	Fri.	6:30	WMAL-TV	15.9
6.	*Brave Eagle*	(CBS Film)	Fri.	6:00	WMAL-TV	15.3
	Sea Hunt	(Ziv)	Fri.	10:30	WMAL-TV	15.3
7.	*Honeymooners*	(CBS Film)	Tues.	10:30	WRC-TV	15.2
8.	*Last of Mohicans*	(TPA)	Wed.	7:00	WRC-TV	14.4
9.	*Silent Service*	(NBC Film)	Tues.	10:30	WTOP-TV	14.1
10.	*26 Men*	(ABC Film)	Sun.	6:30	WMAL-TV	14.0

SEATTLE-TACOMA *four-station market*

Rank	Program	Distr.	Day & Time		Sta.	Rating
1.	*Gray Ghost*	(CBS Film)	Sun.	6:00	KING-TV	27.3
2.	*Search for Adven.*	(Bagnall)	Mon.	7:00	KING-TV	25.6
3.	*Kingdom of the Sea*	(Guild)	Tues.	7:00	KOMO-TV	25.0
4.	*Highway Patrol*	(Ziv)	Thurs.	7:00	KOMO-TV	23.7
5.	*Frontier*	(NBC Film)	Sun.	9:30	KTNT-TV	22.6
6.	*Sheriff of Cochise*	(NTA)	Sat.	7:00	KING-TV	21.9
7.	*Silent Service*	(NBC Film)	Mon.	7:30	KING-TV	18.6
8.	*Our Miss Brooks*	(CBS Film)	M-T	6:00	KOMO-TV	17.8
9.	*Whirlybirds*	(CBS Film)	Thurs.	7:00	KING-TV	17.6
10.	*Honeymooners*	(CBS Film)	Sun.	6:30	KING-TV	17.5

ATLANTA *three-station market*

Rank	Program	Distr.	Day & Time		Sta.	Rating
1.	*Code 3*	(ABC Film)	Sat.	10:30	WAGA-TV	29.3
2.	*Whirlybirds*	(CBS Film)	Wed.	7:00	WSB-TV	28.7
3.	*Amos 'n' Andy*	(CBS Film)	M-F	6:00	WSB-TV	27.5
4.	*Casey Jones*	(Screen Gems)	Mon.	7:00	WAGA-TV	26.5
5.	*Sheriff of Cochise*	(NTA)	Tues.	7:00	WSB-TV	25.4
6.	*Highway Patrol*	(Ziv)	Fri.	7:30	WAGA-TV	21.8
	Honeymooners	(CBS Film)	Fri.	7:00	WSB-TV	21.8
7.	*If You Had a Million*	(MCA-TV)	Mon.	7:00	WSB-TV	21.2
8.	*Victory At Sea*	(NBC Film)	Sun.	3:00	WSB-TV	19.4
9.	*State Trooper*	(MCA-TV)	Thurs.	7:00	WAGA-TV	19.1
10.	*Death Valley Days*	(Pacific-Borax)	Thurs.	6:30	WLWA	19.0

BOSTON *three-station market*

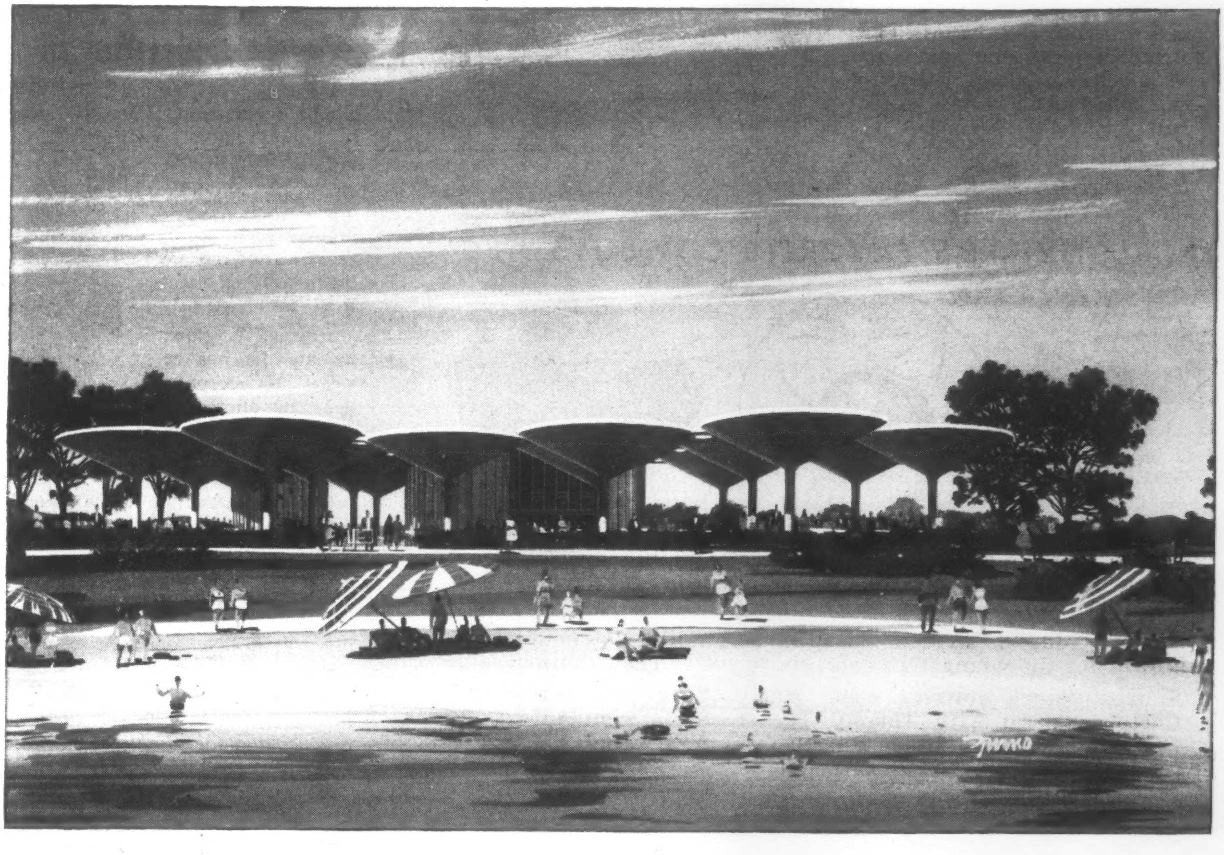
Rank	Program	Distr.	Day & Time		Sta.	Rating
1.	*Honeymooners*	(CBS Film)	Sat.	10:30	WNAC-TV	25.4
2.	*Whirlybirds*	(CBS Film)	Tues.	7:00	WBZ-TV	24.9
3.	*Silent Service*	(NBC Film)	Fri.	7:00	WBZ-TV	24.2
4.	*Decoy*	(Official)	Sun.	10:30	WBZ-TV	23.8
5.	*Frontier Doctor*	(H-TV)	Thurs.	7:00	WBZ-TV	22.7
6.	*Highway Patrol*	(Ziv)	Sat.	7:00	WBZ-TV	21.9
7.	*Topper*	(Telestar)	Fri.	6:30	WNAC-TV	21.6
8.	*Gray Ghost*	(CBS Film)	Wed.	7:00	WBZ-TV	20.7
9.	*Annie Oakley*	(CBS Film)	Sun.	5:00	WNAC-TV	19.7
10.	*Amos 'n' Andy*	(CBS Film)	M-F	5:00	WNAC-TV	17.2

*INDICATES A.M.

Wonder of the World

The Ida Cason Callaway Gardens in western Georgia is a non-profit 2,500-acre paradise of tall trees, cool lakes, wildflowers and sunshine. 25,000 people, motoring an average distance of one hundred miles, find beauty here on a sunny weekend. They boat and they swim. They bask on clean white sand—19,000 tons of it, hauled in to carpet a crescent of lake shore. They play golf, they picnic and they stroll along miles of flower-studded paths.

One project now under construction is the open-air dining pavilion, shown in the drawing. The pavilion will be beautiful *and amazing,* because the giant, concrete-covered umbrellas seem to be engineering impossibilities. They are designed not only to be uniquely beautiful, but to serve pleasure seekers for generations to come. And to be sure that they do, they will be built of USS steel and Universal Atlas cement for exceptional strength and durability.



USS United States Steel

TRADEMARK

Producers Mobilize To Fight Tax Formula

Morris Stoller of the William Morris Agency has been appointed chairman of a steering committee on taxes of the Alliance of Television Film Producers. The group, whose 22 members account for about 85% of all tv film production, has decided to spearhead the fight against a change in the federal tax formula that "threatens to put the independent producer of films for television out of business," Maurice Morton, ATFP president, said last week in announcing the committee.

"Because we consider this the most important single issue to confront us in our existence, the entire executive committee of ATFP is acting as Mr. Stoller's committee," Mr. Morton stated. The group includes President Morton (McCadden Productions); Maurice Unger, vice president (Ziv Tv); Archer Zamloch, treasurer (Hal Roach); Jack Findlater, secretary (Revue); two ATAS immediate past presidents, Hal Roach Jr. and Armand Schoeffer (Flying A), and John Zinn, ATFP executive secretary.

"Virtually all tv film companies keep their books on a 'cost recovery' basis," Mr. Morton said, explaining the operation with this example. A company produces a series of 40 half-hour films at an average cost of $40,000 each or a total of $1.6 million. The series is sold to a sponsor for the same figure, $1.6 million. In addition, the sponsor buys 12 reruns at $10,000 apiece, or a total of $120,000. The producing company, therefore, has taken in $1,720,000, has spent $1,600,000 and has a taxable income of $120,000. At 50% the tax would be $60,000. Having paid that to the government, the company has $60,000 in the bank which it can invest in another pilot.

What is proposed is a change from the "cost recovery" system to an "amortization" method of calculating the tax on tv films, he stated. Under this method, the probable life of the film series is estimated and the cost of production spread over the entire period. Various tax officials have set varying probable life spans, he commented. Arbitrarily taking a two-year figure for his hypothetical case, he pointed out that producer's income for the year remains at $1,720,000, but he can now charge off only $800,000 of his cost as applicable to the year. The taxable income is now not $120,000, but $920,000. The tax is not $60,000, but $460,000.

"Instead of paying his tax and having enough money left to start work on a new series, our producer finds himself with $120,000 on hand and a tax bill of $460,000. So he has to borrow $340,000 just to pay his federal taxes, assuming he can get a loan for that purpose, and he's left with no capital for future operations," Mr. Morton commented.

The question of an amortization vs. a cost recovery tax formula hinges on whether a film series is sold outright or rented, a spokesman for the Internal Revenue Service in Washington said. It would not be reasonable, he said, to figure rental income on a cost recovery basis, if a series can be rented for indefinite reruns, just as income from building rental is not written off on an immediate cost recovery basis but amortized over a period of years.

"We aren't trying to dodge our just taxes," the ATFD president declared. "There is no reluctance about paying taxes on income actually received. But we don't want to be taxed on money we don't get.

"This is a risky business. Several hundred pilots are made each year, but only about 20 new film series ever get on the air. The odds have been put at about 18 to one. And when a series is sold, the producer is usually working six to eight weeks ahead. This means he's carrying a $250,000 investment, usually financed through a bank loan which he can get because he has a contract as collateral. But who can finance a loan of $340,000 with nothing to show for it but a receipted tax bill?"

New Rogers Firm Set For Tv Distribution

MR. ROGERS

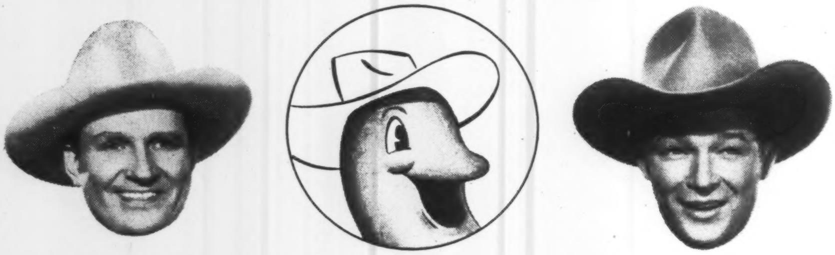
Formation of Empire Productions Inc. to handle syndication of the 100 Roy Rogers tv film programs sponsored by General Foods on NBC-TV as well as the production of new tv programs is being announced today (Monday) by Roy Rogers.

Edward L. (Ned) Koenig Jr. has resigned as vice president in charge of sales for Hal Roach Studios to become president of the new company. W. Arthur Rush, executive director of Roy Rogers Enterprises will be chairman of the board. Mr. Rogers will also be personally active in the management.

Empire Productions will headquarter in the building owned by Roy Rogers Enterprises at 357 N. Canon Drive, Beverly Hills, Calif.

The new company is the first independent tv production firm to set up its own sales organization for the direct mail of "off-the-network" programs, Mr. Koenig stated. "The decision to market our own products," he said, "was made in the interest of reducing increasingly-high distribution costs with which advertisers, agencies, stations and producers have been unnecessarily burdened in recent years. Top-rated off-the-network films with which the buyers are completely familiar do not require 35% to 50% distribution costs."

Empire Productions has $5 million of assets in film and story properties, Mr. Koenig said. It will produce a number of spectaculars during 1958 as well as a variety



JACKSONVILLE'S FAVORITE COWBOYS . . .

"Jaxie" says there's a chuck wagon load of results waitin' for you, pardner, when you corral this top western talent in Jacksonville's $1½ billion market.

"Six Gun Saturday" is a rootin', shootin,' laugh-filled 2½ hours of entertainment for the youngsters from six to sixty. They'll enjoy—

Sunrise Ranch starring Gene Autry—7:30- 8:30 AM
Cartoon Corral with Tommy Tucker—8:30- 9:00 AM
Prairie Playhouse starring Roy Rogers—9:00-10:00 AM

"Jaxie" suggests you stake your claim early for *one minute availabilities.* Call Ralph Nimmons in Jacksonville at ELgin 6-3381 or your nearest P.G.W. "Colonel."

Represented by Peters, Griffin, Woodward, Inc.

NBC—ABC

WFGA-TV Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

Needed:

"General Practitioners" in Transportation

Today, you are deprived of the best and most economical transportation because public policies place artificial and severe restrictions upon the opportunity of any one form of transportation, such as railroads, to serve you by the use of other means of transportation, such as that by highway, waterway or airway.

Yet, in other industries, diversification of products has become common, and has proved beneficial both to those industries and to the public.

Why, then, shouldn't the public be allowed to benefit by diversification in transportation?

Clearly, diversification would be to the advantage of the nation's shippers. They could then arrange for their transportation through a single transport company which could utilize any or all means of carriage needed to do the particular job at hand most efficiently. That's why the railroads ask for removal of present artificial limitations.

They seek only the same opportunity as anyone else to enter into other fields of transportation. Then they could become "general practitioners" in transportation – using a wide variety of facilities to serve you and the nation more efficiently.

Isn't this common sense?

ASSOCIATION OF AMERICAN RAILROADS
WASHINGTON, D. C.

of film series, embracing all types of tv programming.

In announcing the syndication of the Roy Rogers programs formerly on NBC-TV, Mr. Koenig pointed out that many of these films have had only one run in all network cities and there are a number of important markets where the programs have not as yet been seen at all. Plans call for distribution of the films abroad as well as inside the U. S.

MR. RUSH

MR. KOENIG

Mr. Rush revealed that just prior to the formation of the new firm, Roy Rogers Enterprises turned down a firm offer of $2 million for the outright sale of these films "We felt a strong obligation," Mr. Rush said, "to control our product completely in order to insure sponsors, agencies and tv stations the full benefit of Roy Rogers' tremendous merchandising and promotion impact."

Sy Weintraub Buys Control Of Sol Lesser Productions

Acquisition by veteran tv film distributor Sy Weintraub of a controlling interest in Sol Lesser Productions, Hollywood, was announced jointly last week by Mr. Weintraub and Mr. Lesser. The purchase price was said to be in excess of $3.5 million and the transaction covers television and theatrical rights to the "Tarzan" character and 45 motion pictures owned by the Lesser organization.

MR. WEINTRAUB

It also covers real estate in Encino, Buena Park, and Van Nuys, Calif. In addition to 14 "Tarzan" features, the acquisition includes tv rights to a "Tarzan" pilot film and the tv rights to "Our Town" and to the "Captain Horatio Hornblower" series.

Mr. Weintraub plans to take an active role in the feature film and tv film production field and will move to Hollywood from New York. The corporation of Sol Lesser Productions will be retained, with Mr. Weintraub as president and chief executive officer and Mr. Lesser as chairman of the board.

Mr. Weintraub served recently as president of Telestar Films, a distribution-production company, and earlier had been executive vice president of Flamingo Films and a vice president of Motion Pictures for Television Inc. He is president of WKIT Mineola, L. I., N. Y., and formerly was president of KMGM-TV Minneapolis.

More Stations Play Up Anti-Recession Theme

More radio and tv stations jumped on the bandwagon to familiarize the public with the positive factors in today's business outlook [STATIONS, March 31, PROGRAMS & PROMOTIONS, March 24]. This was pointed up in reports to BROADCASTING last week from the Bartell radio stations, WWJ-TV Detroit, KMPC Los Angeles, WEJL Scranton, Pa., and WELM Elmira, N. Y.

The Bartell group kicked off a "Buy today for a better tomorrow" campaign with a one-minute editorial recorded by Gerald A. Bartell, president of the group (KCBQ San Diego, KRUX Phoenix, WOKY Milwaukee, WYDE Birmingham, WAKE Atlanta, WILD Boston and KYA San Francisco). The editorial said in part, "A fine automobile feels most comfortable when traveling at a good rate of speed. Slow it down too long and people feel poky and nervous. The obvious remedy . . . speed it up again. The American economy, too, is most comfortable when it speeds along at a lively clip. A slowdown, such as we are experiencing—however slight—is uncomfortable. The best advice—speed it up again by resuming normal purchasing. Whatever you buy today will be worth every cent you pay—and those who are holding off for prices to go down are waiting for a tomorrow that never comes. Prices will not decline—and there are wonderful bargains today!"

WWJ-TV aired *Our Economy Today*, a panel consisting of business leaders and a government official, who examined economic trends and offered proposals for effecting a business upswing in Detroit.

KMPC reports that the Chevrolet Dealers of Southern California have placed a heavy spot schedule on that station to dispel the "gloomy outlook" in that state. The dealers highlight job opportunities as listed in the want ads of the *Los Angeles Examiner* to "prove there is prosperity and an abundance of work to be had in Southern California."

With a harsh winter affecting Pennsylvania business, an "optimistic" policy has been adopted by WEJL concerning weather, road conditions and recession talk. Listeners are urged to come to town and resume normal daily procedures unless "severe storm conditions prevail." The station reports that it does not place over-emphasis on recession talk and points up the optimistic viewpoint in addition to the news.

WELM has been playing up the theme "Now . . . you can get a better buy. So . . . Better Buy Now!" The slogan is used on practically all of its station breaks and is tied in with the promotion of specific items such as automobiles, appliances and home improvements.

Following the same train of thought, Jack Cable of Jack Cable & Assoc., Houston, sent a letter to Sen. Lyndon Johnson (D-Tex.) outlining a plan which he says "holds the possibility of turning the present recession into a boom within 90 days." He suggests selective tax benefits to businesses to induce them to increase their advertising and selling efforts. He advocates a double deduction ($2 allowed for every $1 spent on advertising and selling in 1958), which he feels would accomplish the upswing. He says "It's even possible that the government net tax revenue from businesses would be increased this year under the plan."

BARTELL
Family
RADIO

GROUND BREAKING for the new 50 kw transmitter tower of KCBQ San Diego brought the Bartell Group's top echelon to California. They are (l to r) Mel Bartell, Morton J. Wagner, Gerald A. Bartell and Lee Bartell. Other Bartell stations are WOKY Milwaukee, WILD Boston, WYDE Birmingham, WAKE Atlanta, KRUX Phoenix and KYA-AM-TV San Francisco.

Half-Million Earnings Shown In WJR 1957 Annual Report

WJR Detroit showed nearly a half-million-dollar profit after taxes for the year 1957, according to the annual report of The Goodwill Station Inc. This was based on the largest revenue in the company's history.

The 1957 profit was $495,680.53 or 86 cents per share on 572,552 shares, compared with 83 cents per share in 1956 and 47 cents per share in 1955 on the same number of shares. Total sales last year amounted to $3.57 million, up from $3.515 million in 1956 and $2.759 million in 1955. WJR cash dividends were maintained last year on a 50-cents-per-share basis, the report said. The station's 10-year history of earnings shows that the 1957 net earning figure is surpassed only by 1948 and 1949 earnings of $531,945 and $577,483, respectively.

In a letter to stockholders, WJR President John F. Patt said the 1957 record reflects "particular credit to General Manager Worth Kramer and our staff.

Last year marked the 35th year of broadcasting by the pioneer Detroit station.

PLANNING A RADIO STATION?

RCA
PROGRESS
PURCHASE
PLAN

Flexible Financing
for Broadcasters

RCA

The RCA PROGRESS PURCHASE PLAN

makes it easy to get equipment —as you need it

By means of this flexible financing plan you can arrange for the minimum amount of equipment to begin operation. Then as you progress and require more equipment, it can be purchased easily, without the need for ready cash.

Why not let the RCA Broadcast Representative fully explain the RCA Progress Purchase Plan to you? He can show you the basic equipment needed to get you on the air at minimum investment. He can help you plan now to meet your exact requirements, allowing for future progress and development.

Or, for additional information, write to
RCA, Department E-22, Building 15-1, Camden, N. J.

RCA . . . *your first source of help in station planning*

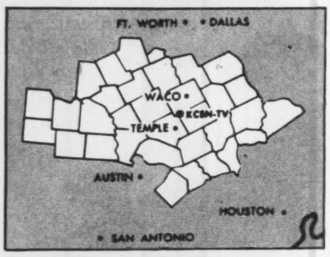
RCA
Tmk(s) ®

RADIO CORPORATION of AMERICA

Broadcast and Television Equipment, Camden, N. J.
***In Canada:* RCA VICTOR Company Limited, Montreal**

Recession?

NOT IN TEXAS' 5th TV MARKET



Some markets may be slumping but not the big Waco-Temple Central Texas Market of 33 counties served by KCEN-TV. Here's why things are humming in this market:

A PRINCIPAL DEFENSE ARSENAL OF THE NATION!

MISSILES . . .
In McGregor, 9 miles west of the KCEN tower, North American Aviation and Phillips Petroleum have established ASTRODYNE, INC., a $6 million rocket power firm designed to expedite research, development, and manufacture of higher energy solid fuels, propellants, and devices for use in missile systems.

MISSILE TRAINING . . .
Units from Ft. Sill, Okla., and Ft. Bliss, Texas, recently have been transferred to neighboring Ft. Hood for special missile training. This is an increase to the present permanent mission.

U. S. ARMY . . .
Nearby Ft. Hood is swelling daily with the entire 2nd Armored Division returning from Europe. And retail sales are booming with Ft. Hood. This is a permanent Army Post capable of housing 2 divisions plus an Army Corps Headquarters.

U. S. AIR FORCE . . .
Connally AFB, just outside of Waco, is operating under full steam, adding still more to the retail sales growth of Central Texas.

Economic Factor Favorable

INDUSTRY . .
Alcoa's huge aluminum plant at Rockdale in our B area is going full blast.

WATER DEVELOPMENT . . .
New dams in KCENland are underway at Lampasas, Proctor, and Lake Waco, all pouring new money into Central Texas with a permanent water supply.

HIGHWAYS . . .
U. S. Interstate Highway #35 (formerly U.S. 81), part of the huge interstate system, is now under construction in this booming market.

AGRICULTURE . . .
A record year of rains during 1957, and this spring, has already assured Central Texas farmers of another multi-million dollar crop this year from their rich blackland soil.

Serving the Waco-Temple Market and all Central Texas

KCEN-TV

INTERCONNECTED NBC Channel 6 AFFILIATE

Temple Office: 17 S. Third St. Ph. Prospect 3-6868. Waco Office: 506 Professional Building. Ph. Plaza 6-0332. TWX: Eddy, Texas, 8486.
National Representatives:
BLAIR TELEVISION ASSOCIATES, INC.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED

The following sales of station interests were announced last week. All are subject to FCC approval.

WTVP (TV) DECATUR, ILL. • Sold by W. L. Shellabarger and others to businessmen headed by George A. Bolas, media director, Tatham-Laird Inc. Chicago agency, for estimated $400,000. The new group, which includes Gilbert and W. C. Swanson, is to rent land and building with option to buy. Ben K. West will continue as general manager of the station, which is on ch. 17 and is affiliated with ABC-TV.

KENT SHREVEPORT, LA. • Sold to Radio Shreveport by Frank H. Ford Sr. for $110,000 plus $50,000 to Mr. Ford plus other considerations, mainly management contracts to keep on Frank H. Ford Sr., Frank H. Ford Jr. and William Ford (last two, sons of Frank Sr.) in advisory and consultancy capacity.

Principals in Radio Shreveport Inc.: Troy A. Kaichen, president-treasurer; Troy Kaichen, vice president-secretary, a partner in Westheimer & Co., Cincinnati stockbrokers. Broker was R. C. Crisler Co. KENT operates on 1550 kc with 1 kw day, 500 w night, is affiliated with MBS.

WAZF YAZOO CITY, MISS. • Sold to David B. Highbaugh by E. O. Roden and Assoc., for $125,000. Chapman Co. was the broker. Mr. Highbaugh was formerly 50% owner of WHIR Danville, Ky. WAZF operates on 1230 kc with 250 w, is affiliated with MBS.

KTKN KETCHIKAN, ALASKA • Sold to Midnight Sun Broadcasting Co. by Robert C. Mehan for $50,000. Midnight Sun agrees to cease operation of its present Ketchikan outlet, KABI, if this application is granted. Other Midnight Sun stations: KFAR-AM-TV Fairbanks and KENI-AM-TV Anchorage, both Alaska. KTKN operates on 930 kc with 1 kw, is affiliated with CBS.

KFPW FT. SMITH, ARK. • Sold to George Hernreich, local businessman by the Griffin Grocery Co.'s radio and tv interests for $75,000. KFPW operates on 1230 kc with 250 w, is affiliated with CBS.

APPROVED

The following transfers of station interests were approved by the FCC last week. For other broadcast actions see For the Record, *page 89.*

WATV (TV), WAAT-AM-FM-NEWARK, N. J. • Sold to National Telefilm Assoc. Inc. by Irving R. Rosenhaus and others for $3.5 million (see story, p. 64).

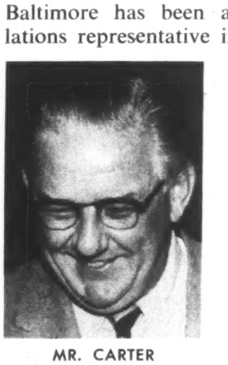
KFBB-AM-TV GREAT FALLS, MONT. • Sold to Cascade Service Inc. by J. P. Wilkens and others for $600,000 on the condition that (1) the transfer not be consummated until the transfer of KXLK Great Falls, from Z Net to Pat M. Goodover, as approved by the Commission is consummated or until some other appropriate disposition is made of the interest of Z Net in Great Falls Broadcasting Co., licensee of KXLK and (2) within 60 days after consummation of instant transfer, Z Net shall dispose of interest in note executed by Pat M. Goodover in connection with the purchase of KXLK. Cascade Service is principally owned by Z Net and Idaho Radio Corp. (each 49.98%). Z Net is composed of KXLF Butte, KXLJ-AM-TV Helena, KXLQ Bozeman, and KXLL Missoula, all Mont. Idaho Radio is licensee of KID-AM-TV Idaho Falls. KFBB operates on 1310 kc with 5 kw. KFBB-TV is on ch. 5. The radio station is affiliated with CBS, the tv station with CBS, NBC and ABC.

WTIX, WWEZ NEW ORLEANS, LA. • WTIX given as a gift by Mid-Continent Broadcasting Co. (Todd Storz, president) to Orleans Parish School Board, to be utilized at reduced hours as an educational station [Education, Feb. 10]; WWEZ sold to Mid-Continent Broadcasting by WWEZ Radio for $490,000, conditioned first to the disposal of WTIX. Mid-Continent is also licensee of WHB Kansas City, WDGY Minneapolis-St. Paul, and WQAM Miami. The WTIX facilities will be operated by the board on the existing 1450 kc with 250 w. Mid-Continent will retain the call letters WTIX on the 690 kc 5 kw facilities of WWEZ.

WMTV (TV) MADISON, WIS. • Sold to Forward Tele. Inc. (Lee P. Loomis, president) by WMTV Inc. for $339,333. The stock of Forward is owned by Lee Radio Inc. (51%), licensee of KGLO-AM-FM-TV Mason City, Iowa, and Lee Broadcasting Co. Inc. (49%) licensee of WTAD Quincy, Ill., and KHQA-TV Hannibal, Mo. WMTV (TV) operates on ch. 33, is affiliated with NBC.

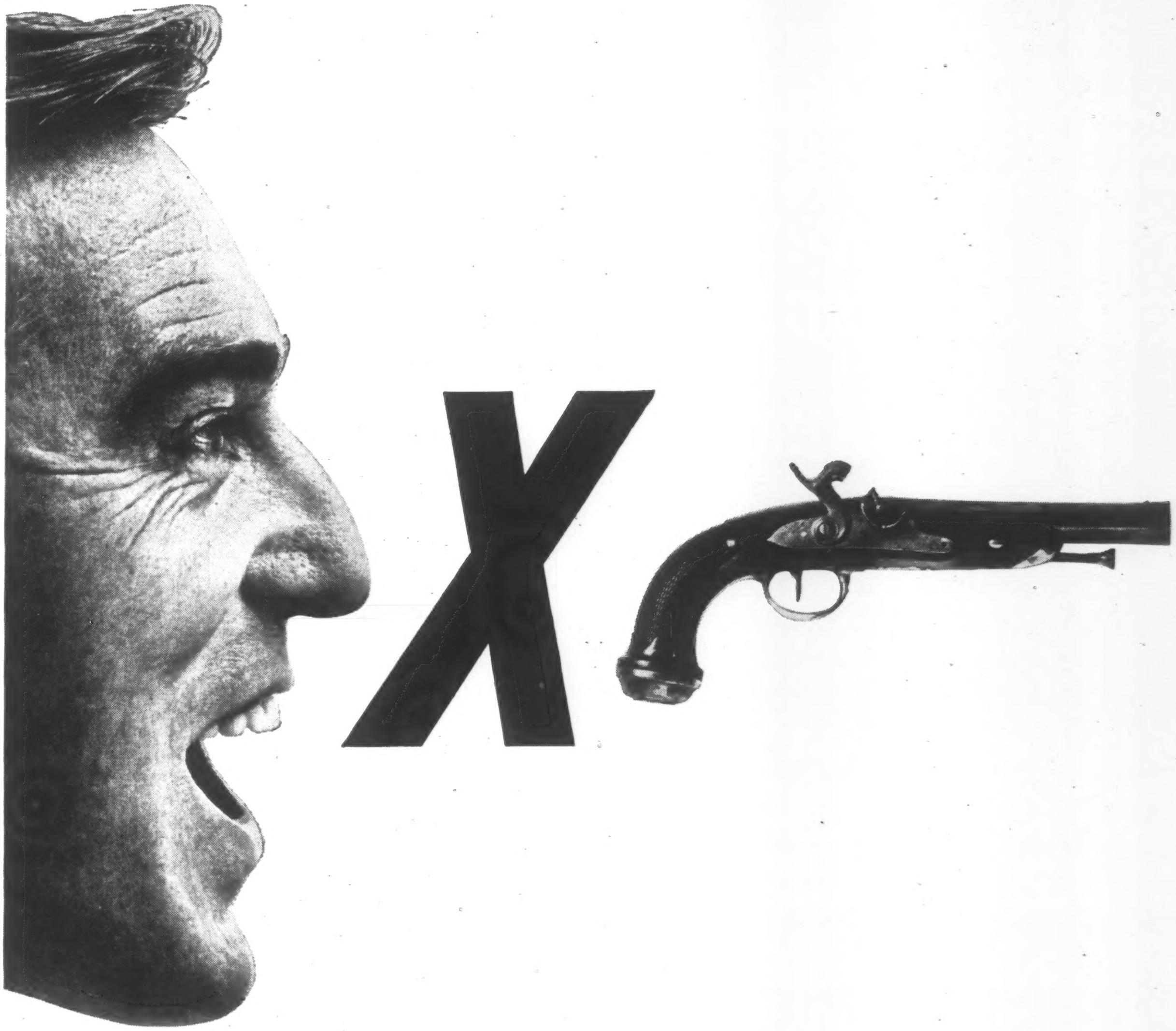
Carter, Lee & Assoc. Appointed Baltimore Rep for WMAL-AM-TV

Ken Carter of Carter, Lee & Assoc., Baltimore has been appointed station relations representative in the Baltimore area for WMAL and WMAL-TV Washington, it was announced last week by Fred S. Houwink, general manager of the Washington stations.



MR. CARTER

In that capacity, Mr. Carter will be active for the stations in all phases of broadcasting, including sales. Mr. Carter, formerly vice president of WAAM (TV) Baltimore (now WJZ-TV), has been in broadcasting in that city for 15 years. Earlier he was with WBAL and WMAR-TV, both Baltimore, and served five years on the NAB board of directors. Carter, Lee & Assoc. is at 2503 St. Paul St., Baltimore.



Aims straight at $80,000,000

A smart novelty manufacturer in California set his sights on a share of the juicy $80,000,000 souvenir business at New York and New Jersey beaches. It's a hurry-up seasonal bonanza. But this executive was able to shoot the works against *local* competition with pinpoint *overnight* deliveries – all from his California plant. And he did it by using Air Express, the *only complete* door-to-door air shipping service to thousands of cities and towns.

This is a selling strategy *you* can use too . . . whatever you make, and whenever you sell it. Air Express allows you to draw a bead on any market in America! It expands your own delivery force to include 10,212 daily flights on scheduled airlines, 13,500 trucks (many radio controlled), a nationwide private wire system, a personnel of 42,000. Yet Air Express is inexpensive–actually costs less for many weights and distances than any other complete air shipping method.

Explore all the facts. Call Air Express.

AIR EXPRESS

GETS THERE FIRST via U. S. SCHEDULED AIRLINES

CALL AIR EXPRESS . . . division of **RAILWAY EXPRESS AGENCY**

WITI-TV Releases Research Data From Station-Conducted Survey

Results of WITI-TV Milwaukee's first study of viewing habits and set ownership data have been released by the independent ch. 6 station.

Figures are based on a total of 1,060 homes contacted by U. of Wisconsin students during the period December 1957-February 1958. The figures cover viewing regularity and time segments, length of tv set ownership, data on color and uhf reception, mail order purchases via tv, tv-advertised products and viewer preferences on motion picture and syndicated films.

The purpose of the study was to ascertain the nature of programming preferences, with some emphasis on motivational testing factors.

WITI-TV reported:

In homes with two viewers per set, 19.9% regularly watch tv—the highest percent among unit viewers per set.

Total of 94.5% of all viewing is done in the 6 p.m.-12 midnight period.

Total of 28.2% of Milwaukee viewers have had their receivers six years or more; 2.1% have color television.

Total of 55% of viewers prefer half-hour films (presumably syndicated); 44% favor full-length movies.

Total of 15% of all viewers have bought mail order items via television; 97.1% regularly purchase products in stores advertised on tv.

WBAI (FM) Plans to Multiplex For Stereophonic Broadcasting

Plans to enter stereophonic broadcasting through multiplexing have been confirmed by Stephen Temmer, general manager of WBAI (FM) New York, owned by industrialist Louis Schweitzer. The target date is March 1959, Mr. Temmer said, explaining that one stereo channel would be carried on the main program channel and the second on the multiplex sub-channel. He said the stereo programs would not be commercial at first, because of FCC regulations governing multiplex experimentation.

The WBAI executive said the station has not made any agreement on equipment but will require the supplier of transmitter components to be able to supply initially 1,000 "adapters" which will permit owners of fm tuners or hi-fi equipment to filter out the multiplex signal. The adapter, to cost an estimated $89 at first and about $59 later, would merely produce two program channels via the listener's existing tuning equipment and would require in addition the necessary second audio amplification-speaker "chain" to complete the dual reception system used in stereo. Mr. Temmer said a Pulse study shows 59% of the people in New York have fm receivers. He predicted the break-through in stereo broadcasting will come with the general availability of stereo discs. These will give greater program selectivity, economy and flexibility than tape, he explained.

WNHC-TV Appoints Blair-Tv

Blair-Tv's appointment as exclusive national sales representative for WNHC-TV New Haven was announced Thursday by Roger Clipp, vice president and general manager of Triangle Publications' radio and television division, and Edward P. Shurick, executive vice president, Blair-Tv. Mr. Clipp noted that the appointment for WNHC-TV "puts all the Triangle television stations under the Blair banner. The move on our part is a direct recognition of the Blair selling record on our other four television stations." Those stations are WFIL-TV Philadelphia; WNBF-TV Binghamton, N. Y.; WFBG-TV Altoona, Pa., and WLBR-TV Lebanon, Pa.

KNXT (TV) Issues New Rate Card

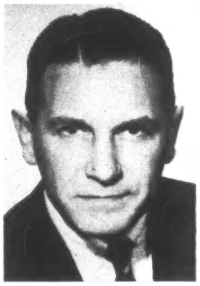
KNXT (TV) Los Angeles has issued rate card No. 8 effective April 1, 1958, upping by 7.1% the base rate established by rate card No. 7 a year previously. The station pointed out that the number of tv families in its service area have increased 7.5% in the interim. New base hour rate is $3,750, up from $3,500. Other time period rates, in general, are raised similarly. Spot announcement and participation rates are largely unchanged; advertisers on contract as of March 31 get the customary six-month protection.

Dannenbaum, Swartley Elected To Westinghouse Bcstg. Board

Two new members were elected to the board of Westinghouse Broadcasting Co. effective today (Monday). They are Alexander W. Dannenbaum Jr., vice president-sales, and Wilmer C. Swartley, vice president-Boston.

Mr. Dannenbaum, a 20-year broadcaster, became WBC vice president-sales in 1956. Donald H. McGannon, WBC president, said the company has shown a steadily rising sales curve in both radio and tv under his direction. He has served at WDAS and the former WPTV (TV) Philadelphia, joining WBC in 1953. He is a director of Television Bureau of Advertising.

MR. SWARTLEY


MR. DANNENBAUM

Mr. Swartley has been with Westinghouse since his graduation from Cornell U. in 1930, moving to the broadcasting company in 1938 as general manager at WOWO Fort Wayne, Ind. He moved to the New England staff of WBC in 1940 as general manager of WBZ-WBZA Boston-Springfield. He became WBZ-AM-TV Boston general manager in 1948 and vice president-Boston in 1955.

Fleischl Resigns from WMCA

M. M. Fleischl, executive vice president and general manager of WMCA New York, resigned last week after a 17-year association with the station.

Reportedly Mr. Fleischl resigned because he found himself "in disagreement with station policy" as set by WMCA Inc. President Nathan Straus. While Mr. Fleischl would not explain what these differences were except that they concerned "programming," it was learned that he had proposed a greater emphasis on popular music but failed to obtain agreement. Mr. Fleischl, whose future plans had not been set, expects to remain at the station for several weeks. He served on the sales staff for nine years, was sales manager for a year and has been general manager for the past seven years. His successor has not been determined.

Booth Inc. Buys Ninth Paper

Booth Inc., which publishes eight Michigan newspapers, announced last week the purchase of a ninth, the *Grand Rapids* (Mich.) *Herald* from Federated Publications Inc. at an undisclosed price. John Lord Booth, president and majority stockholder in Booth Radio & Tv Stations Inc. (WJLB Detroit and others), is a minority stockholder and director of Booth Inc.

DATELINES

Newsworthy News Coverage by Radio and Tv

LOS ANGELES—A helicopter operated by KABC here [PROGRAMS & PROMOTIONS, March 31] last week combined a rescue with a news beat when its pilot, Max Schumacher, spotted three teenage boys in a rubber raft on the rain-swollen Los Angeles River and followed them as they were swept along, unable to get the craft out of the current and back to shore. Landing long enough to unload Donn Reed, announcer, and gain greater maneuverability, pilot Schumacher caught up with the raft, lowered the helicopter above it and directed the draft from the 'copter blade to drive the boat to shore. Waiting policemen promptly arrested the lads for trespassing on the river.

BALTIMORE—WJZ-TV here reports it scored a scoop last month when its remote unit traveled to the Board of Estimates Room in City Hall to inform citizens of an estimated $127 million redevelopment plan. The station preempted all regular programming at 11 a.m. and covered the meeting in City Hall so listeners could get the information at the same time city officials were being briefed. In addition to covering the meeting live for an hour, WJZ-TV used its Ampex Video Tape to make a recording for playback on an early evening newscast.

The film that "completes the team" of the world's fastest and finest color motion picture emulsions...

NEW 16mm Super Anscochrome Tungsten Film

EXPOSURE INDEX 100

Super Anscochrome—daylight type—has set new standards for color photography. Now Super Anscochrome is made available in a Tungsten Type emulsion—with a Tungsten exposure index of 100—for 16mm motion picture work. Judging from the wide acclaim received by the daylight type Super Anscochrome, it promises to open-up new worlds in cinematography under existing and artificial light conditions.

Super Anscochrome's Tungsten speed does not mean a loss in color quality. As in all Super Anscochrome emulsions, greater color curve conformity means closer correspondence with subject color—from full intensities to pastels in highlight or shadow areas.

Processing may be carried out in regular Anscochrome processing chemicals. Forced development will give increases in speed to E.I. 160 with just slight loss in quality, and up to 200 if required.

Super Anscochrome Tungsten is at least three times faster than any Tungsten type color film you have ever used, and ten times faster than traditional color films. Try it on your next assignment. Ansco, Binghamton, New York. A Division of General Aniline and Film Corporation.

Ansco

Super Anscochrome Tungsten 16mm Film

N. Y. Jury Takes Up Tube Racket As Judge Proposes New Controls

The recurrent racket of branding used tv and radio tubes as "new" came before a Bronx County (N. Y.) grand jury last month when County Judge Samuel Joseph proposed a six-point program to spare the public further injury by "tube counterfeiters." His plan:

(1) To license all tube dealers and servicemen by state charter, (2) to change from misdemeanor to felony the penalty for rebranding used tubes, (3) to amend the New York state penal law to make "conspiracy to commit a felony" a felony rather than a misdemeanor, (4) to require tube manufacturers to affix permanent trademarks on their product, (5) to require manufacturers to set up and maintain outlets where dealer-distributors "could return tubes in warranty" and (6) to stamp used tubes with the word "used."

Judge Joseph's proposals stem directly from the trial and sentencing of 10 persons and six corporations found guilty in a city-wide tube fraud racket [MANUFACTURING, March 17]. His proposals were made March 26.

General Electric Co. earlier that week pledged to wage "an active fight on behalf of the public" against the counterfeiting of tv and radio receiving tubes. According to L. Berkley Davis, general manager of GE's electronic components division in Owensboro, Ky., "the electronic tube counterfeiter is a modern criminal who has proved to be imaginative and resourceful in carrying out a new form of fraud." It was GE which had presented evidence to the Bronx County district attorney which set off the 17-month long investigation and trial that was climaxed March 11 with Judge Joseph's sentencing of defendants, Mr. Davis said. He is chairman of a special anti-counterfeiting committee set up by the Electronic Industries Assn.

GE has published an anti-tube counterfeiting proposal which it is recommending to all authorized tube distributors. In general it seeks to alert dealers to the problem and concerns itself principally with the "drying up" of bogus tube sources. The key step: to destroy, permanently all used tubes.

RCA already has instituted its own plan to "dry up" such sources by affixing a permanent mold mark on all RCA tubes that would eliminate all doubts as to name of manufacturer, and is taking other steps [MANUFACTURING, March 24].

ORRadio Begins Operating From New $.5 Million Plant

ORRadio Industries Inc., Opelika, Ala., last week began operating from a new half-million dollar plant. The new quarters house manufacturing equipment for ORRadio's Irish brand sound tape, videotape, instrumentation, computer and geophysical tapes.

J. Herbert Orr, founder and president of the firm, opened the Opelika installation March 29 at ceremonies attended by Sen. John Sparkman (D-Ala.), George I. Long, president of Ampex Corp., Redwood City, Calif., which owns 25% of ORRadio, and Douglas Edwards, CBS-TV news commentator. Sen. Sparkman in his speech called the new plant a "significant milestone in the small business success story."

TAPE-CUTTING *honors at the new plant opening of ORRadio Industries, Opelika, Ala., were handled by Sen. John Sparkman (D-Ala.) (second from l). Also on hand for the ceremonies with J. Herbert Orr (r), founder of the firm, were Douglas Edwards (l) of CBS-TV, whose news show was the first tv program to be recorded on videotape, and George I. Long (second from r), president of Ampex Corp. and board member of ORRadio.*

Some 600 visitors toured the plant after its opening and saw the dedication played back on the Ampex VR-1000 videotape recorder. William H. Barnett, ORRadio vice president for manufacturing, explained varied features of the factory to the guests.

Mr. Orr founded ORRadio Industries in the late 1940s. In 1953 the firm made a public stock offering and today has about 1,550 stockholders with 460,000 shares outstanding for 1957-58. Net sales for the year ending Feb. 28 were $2,291,438, a 48% increase over the year before.

In April 1957 ORRadio joined forces with Ampex Corp. for development and production of video, instrumentation and computer tape. Ampex bought 25% of ORRadio and President Long of Ampex was named to the board of directors of the Alabama firm.

Sonora Electronics Inc. Formed; Earl Muntz Becomes Chief Owner

The formation of Sonora Electronics Inc., with Earl Muntz, former tv set manufacturer, as principal owner was announced last week.

Mr. Muntz made final the terms of his purchase of Sonora Radio & Television Corp. from Thomas F. Kelly & Assoc., Chicago, which had acquired the firm's assets at a government auction in the spring of 1957. Sonora Electronics has acquired Sonora's old Chicago plant for manufacturing tv receivers.

Also involved in the purchase was Frank Atlass, program manager of WBBM-TV Chicago, who with Mr. Muntz had sought to purchase controlling interest in HIT-TV Ciudad Trujillo, government operated station in the Dominican Republic [CLOSED CIRCUIT, Jan. 27]. Negotiations fell through but Mr. Muntz reportedly still is seeking to set up a tv production firm in the republic.

Before Sonora's assets were auctioned off by the Internal Revenue Service last year, the company was engaged in the manufacture of radio-tv sets, phonographs and radio-tv-phono combinations, with Joseph Gerl as president.

Westinghouse Electric Announces First Quarter Earnings Down

A forecast of lower first quarter earnings than a year ago was made last week by Gwilym A. Price, board chairman of the Westinghouse Electric Corp., at the company's annual stockholders meeting in Metuchen, N. J. But Mr. Price expressed "cautious optimism" for Westinghouse business in 1958.

One reason for this optimism, Mr. Price reported, is that negotiations on new business "currently are more active than they have been in several months." He said prospects for defense business and for sales overseas are particularly favorable. He described sales of consumer goods, such as home appliance and radio and television sets, as "not good."

In answer to a question, Mark W. Cresap Jr., president and chief executive officer, reported that the company was spending $38 million a year in advertising, in the belief that this activity should not be curtailed in a time of recession.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

Support for Private Tv Grows in West Germany

Sentiment in the West German Bundestag, the lower house of the Bonn legislature, has grown in favor of opening the television spectrum to private broadcasting in Germany. Establishment of private stations would be delayed, however, by jurisdictional differences between the national government and the German Laender districts, it is reported by observers.

The Bonn government, after prolonged debate, has decided it is unwilling to reserve all channels for the existing government monopoly system of tv and that it favors making vhf grants to private operators, adding uhf when that part of the spectrum becomes practicable for German broadcasting. On the other hand, the Laender deny that Bonn has the right to disrupt the broadcasting *status quo* by instituting a combined commercial-noncommercial basis. The German newspaper press, it is reported, is critical of the government monopoly stations for entering limited commercial tv, selling a daily half-hour show.

The German Brand Name Advertisers' Assn. has endorsed the British plan for commercial tv, saying at the same time that the American system would not fit into the German advertising pattern. The Brand Name Advertisers, constituting one of the most powerful groups pressing for commercial tv in Germany, believe that a five-station private network could start operating next year, covering 60% of West Germany.

In latest estimates, tv set circulation in West Germany is reported nearing the 1.5 million mark. One industry spokesman expects the country to surpass original estimates and exceed 2 million sets this year.

Russian Trip Convinces Talbot Tv Needs Overseas Spokesman

The urgent need for an impartial television industry spokesman to handle trade negotiations with overseas nations and act on behalf of all tv interests was voiced last week by Paul Talbot, president of Fremantle Overseas Radio & Tv Inc., New York, upon his return from Moscow.

During his visit in Moscow, Mr. Talbot concluded negotiations with Soviet television officials for Western rights to a Russian tv film series in exchange for U. S. telefilms under the terms of the cultural exchange agreement between the U. S. and Russia. But he told a news conference that his visit reinforced a long-held opinion that the tv industry should have a spokesman abroad.

Above and beyond the situation in the Soviet Union, Mr. Talbot continued, there is need in the overseas market for "a person of stature" to help counteract "some of the bias" that exists there toward U. S.-produced tv films. As examples, he cited "pressure" in Great Britain, other countries in Europe and Latin America to reduce the number of U. S. tv films to be permitted there. He contended that a "tv foreign minister" could offer a "united front" on behalf of all U. S. tv film distributors and other elements of the business and engender "a favorable climate" for future tv business.

Mr. Talbot said that his arrangement with Moscow tv officials calls for Fremantle to provide such American telefilms as productions of the Encyclopaedia Britannica films and the *Movie Museum* series in return for a series of five-minute shows, *Spotlight on Russia,* which depict various phases of Russian life, including the Bolshoi Ballet, an atomic ice-breaker and the Moscow tv center. The series will be narrated in English.

Mr. Talbot said he was told by Soviet tv officials that there are about 1.4 million tv sets in Moscow alone. These officials placed the number of tv stations in the Soviet Union at 45 and said that 35 more outlets will be on the air by the end of 1958.

CBC Grants New Tv, Tightens on Giveaways

Recommendation for one new tv station and deferment of hearings on applications for a number of new radio stations marked the March meeting of the CBC board of governors at Ottawa on March 25. Board also announced that it will crack down at license-renewal time on stations which emphasize giveaways to build audience.

Last February the Canadian Assn. of Radio & Television Broadcasters suggested to the board that there be no general regulation limiting giveaway programs but that each individual station be dealt with under existing regulations. CBC board is acting on this suggestion. The board is not against bona fide quiz contests. It is opposed to programs designed o buy audience chiefly by offering prizes largely on chance.

CJDC Dawson Creek, B.C., at the southern end of the Alaska Highway, has been recommended for a tv station on ch. 5 with 173.5 w video and 86.75 w audio and with antenna 60 feet high.

CHUB Nanaimo, B.C., was recommended for an increase from 1 kw to 10 kw on 1570 kc. CKNW New Westminster, B.C., was recommended for a change from 1320 kc to 980 kc, with 5 kw. In making this recommendation, the board turned down an application of CHWK Chilliwack, B.C., and for a new station at Burnaby, B. C., on 980 kc.

CKSB St. Boniface, Man., was recommended for an increase from 1 kw on 1250 kc to 10 kw on 1050 kc and change of transmitter site. A new station with 1 kw on 910 kc was recommended for Drumheller, Alta., to Dinosaur Broadcasting (1957) Ltd.

Denied radio station grants were CKGN-TV North Bay, Ont., and Wm. H. Zakus at Transcona, Man., a suburb of Winnipeg, Man. Deferred were applications for change of ownership of CKLB-AM-FM Oshawa, Ont., CJAV Port Alberni, B.C.; for increase in power of CJRH Richmond Hill, Ont., from 500 w to 1 kw day and 250 w night with frequency change from 1300 kc to 1310 kc; and application of new radio station with 5 kw on 1060 kc applied for Quebec City by Les Enterprises Sillery-Quebec, Inc.

KOBY put the DARNDEST SOCK into San Francisco radio!

Pulse, Hooper, and Nielsen all agree —KOBY is the choice radio buy in San Francisco! The KOBY big sound keeps San Francisco's huge adult listening audience on a continuous buying spree. So contact Petry, pronto . . . get the complete story. You'll discover it's no "yarn" that KOBY puts the "darndest sock" into selling products!

SEE PETRY FOR KOBY
10,000 Watts •
full time.

Nov.-Dec. Pulse reveals a beautiful figure of 16.5 overall average share!

MID-AMERICA BROADCASTING CO.

FOUR PEABODY AWARDS GO TO NBC

Among the networks, NBC scored with the greatest number of George Foster Peabody Awards announced last week. NBC won four awards, CBS took three and ABC and Westinghouse Broadcasting Co. (non-network but station group owner) each received one. There were six awards to individual stations, three of which are non-commercial.

NBC landed its awards in the categories of musical tv entertainment *(Dinah Shore Show)*; non-musical tv entertainment *(Hallmark Hall of Fame)*; tv contribution to international understanding (Bob Hope-NBC), and a special radio-tv award for outstanding contribution to education (the NBC Educational Tv Project in cooperation with the Educational Television & Radio Center at Ann Arbor, Mich., and "Know Your Schools" a project by the network's o&o radio and tv outlets).

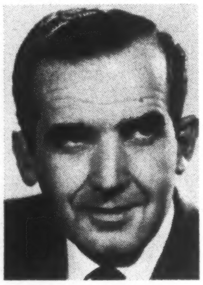
The three areas for CBS were in radio and tv news; tv youth and children's *(Captain Kangaroo)* and tv public service *(The Last Word)*. ABC's award in the category of tv news *(Prologue '58* and all around coverage provided by John C. Daly and his associates). WBC received a special radio-tv award for its Boston conference on public service programming and the quality of its own broadcasts in that program area.

Local station awards: Louis M. Lyons of WGBH-FM-TV Boston (non-commercial educational) for local radio-tv news; WQED (TV) Pittsburgh (non-commercial educational) for tv education *(Heritage Series)*; WKAR-TV East Lansing (non-commercial educational) for local radio education *(You Are the Jury)*; KING-TV Seattle for local tv youth and children's programs *(Wunda Wunda)*; KLZ-TV Denver for local tv public service *(Panorama)*, and KPFA (FM) Berkeley, Calif., for local radio public service.

The Peabody awards for 1957 were presented at a luncheon Wednesday of the Radio & Television Executives Society in New York. Bennett Cerf, president of Random House Inc., New York, chairman of the awards' national advisory board, announced the awards. They were presented by Dean John E. Drewry of the U. of Georgia's Henry W. Grady School of Journalism, which with the Peabody board, administers the annual awards. Citations, in part:

RADIO AND TELEVISION NEWS: During 1957, CBS provided news in depth by going behind current happenings to identify related problems, underlying causes, and influential individuals—as exemplified by the exclusive Moscow interview with Khrushchev on *Face the Nation*; the documentary filmed behind rebel lines, "Algeria Aflame"; and such series as *See It Now, 20th Century*, and on its New York radio station, *This Is New York*.

STUART NOVINS
'FACE THE NATION'



EDWARD R. MURROW
'SEE IT NOW'

TELEVISION NEWS: ABC's handling of the news, consistently authoritative and imaginative throughout 1957, hit a new high with its yearend roundup and forecast for the months to come—*Prologue, '58*. The credit goes equally to John Daly and his staff and to the executives who provided them immediate and adequate airtime to function at top efficiency.

MR. DALY

LOCAL RADIO AND TELEVISION NEWS: As all Eastern New England knows, Louis M. Lyons is a Yankee of sunny, salty character. His broadcasts heard simultaneously on radio and television are clear-headed, courageous but unbelligerent, forthright and fair. Aimed at the intelligent listener, they are an admirable example of what can and should be done in every vigilant community. Therefore, the Peabody Award goes to Louis M. Lyons of WGBH, Boston, Mass.

MR. LYONS

TELEVISION ENTERTAINMENT (MUSICAL): The thumping success of the Dinah Shore program is heartening proof that no matter what formats and fads may temporarily dominate the airwaves, you can never beat a combination of unfailing good taste, irrepressible spirits, and sheer talent. What tv needs is a hundred more Dinah Shores.

MISS SHORE

TELEVISION ENTERTAINMENT (NON-MUSICAL): *The Hallmark Hall of Fame* during 1957 provided viewers a varied fare of outstanding contemporary and classical theatrical productions, skillfully adapted and artistically and imaginatively presented.

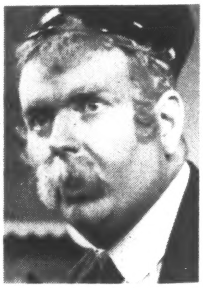
MILDRED ALBERG
PRODUCER

TELEVISION EDUCATION: WQED (TV) of Pittsburgh has, in the judgment of the Peabody Board, originated the most distinguished programs in the field of education in television. *The Heritage Series*, which were planned and staged in Pittsburgh and which have since been distributed over most of the 30 educational channels, have literally opened the eyes of American adults and students to the richness of our intellectual life. Here, for instance, are ten half-hour programs with Robert Frost, America's greatest living poet; in one we see and hear him talking with a group of Pittsburgh students; in another with Dr. Salk of the famous vaccine. . . .

JOHN F. WHITE
WQED

LOCAL RADIO EDUCATION: *You Are the Jury* is one of the most distinguished traffic safety programs of recent times. The fact that a great foundation is contributing to its adaptation to television speaks for itself. Both the purpose of the series and the pattern merit high commendation. Therefore, for promoting traffic safety in an absorbing format which teaches defensive driving techniques authoritatively, yet entertainingly, the Peabody radio award for Education goes to *You Are the Jury* and WKAR East Lansing, Mich.

TELEVISION YOUTH AND CHILDREN'S PROGRAM: *Captain Kangaroo* is virtually the only genuine children's program left on network television—certainly the only one which puts the welfare of the children ahead of that of the sponsor; which instructs children in safety, in ethics, in health, without interrupting the serious business of entertaining them at the same time. The Peabody Award for outstanding television youth and children's programs goes, therefore, to *Captain Kangaroo* (Bob Keeshan).



BOB KEESHAN

The nation's highest audience-rated Negro group

WOKJ
JACKSON

KOKY
LITTLE ROCK

KOKA
SHREVEPORT

The McLendon EBONY Stations
Represented by John E. Pearson

LOCAL TELEVISION YOUTH AND CHILDREN'S PROGRAM: *Wunda Wunda* features well chosen world-wide story material, songs and action games, integrated with highly imaginative musical background. All segments of this delightful and wholesome series lend themselves to the indirect teaching of manners, attitudes, speech and better human relationships. Television station KING (ABC) of Seattle, Wash., is to be commended for both the pleasure and the potentialities for good which are provided by *Wunda Wunda*.

OTTO BRANDT
KING-TV

TELEVISION PUBLIC SERVICE: A program concerned with words, their meaning, and their use is educational. It is also literary. In the case of *The Last Word*, it is entertainment and public service—made so by the wit, charm, and erudition of Bergen Evans, John Mason Brown and their distinguished guest panelists. This sparkling weekly discussion of words, the basis of all understanding and progress, makes it clear that learning can be fun, and that educational programs do not have to be dull. *The Last Word* has, therefore, rendered the kind of meritorious public service for which Peabody Awards came into being—and richly deserves this recognition.

MR. EVANS

LOCAL TELEVISION PUBLIC SERVICE: *Panorama*, through the inquisitive and revealing eye of the tv camera, tells the story, "This is our land and these are our people"—with particular emphasis on the West and those things which interest Denver viewers. Here are intimate glimpses of Americans at work, at play, at prayer—in research laboratories and on skid row, in industrial centers and in rural isolation. This is indeed a notable achievement in creative television on the local level. In recognition, the Peabody Award for local meritorious public service goes to *Panorama* and KLZ-TV (CBS) Denver.

HUGH B. TERRY
KLZ-TV

LOCAL RADIO PUBLIC SERVICE: For a courageous venture into the lightly trafficked field of thoughtful broadcasting and for its demonstration that mature entertainment plus ideas constitute public service broadcasting at its best, the Peabody Award in this category goes to KPFA-FM, Berkeley, Calif.

TELEVISION CONTRIBUTION TO INTERNATIONAL UNDERSTANDING: To millions of people from Moscow to Morocco, Bob Hope is Mr. United States—the wisecracking, ever-cheerful symbol of an abundant and good-natured land. In his travels to dozens of countries in the last decade, he has contributed immeasurably to international good will.

MR. HOPE

SPECIAL RADIO-TELEVISION AWARD: NBC during 1957 was responsible for two undertakings of far-reaching significance to broadcasting and education. One of these was the NBC Educational Tv Project in cooperation with the Educational Television & Radio Center at Ann Arbor, whereby 23 weeks of live high grade tv programming were provided educational outlets the country over. The other special service was the "Know Your Schools" project, in cooperation with the U. S. Dept. of Health, Education, and Welfare, produced simultaneously over a six weeks period by 13 NBC-owned radio and television stations in New York, Philadelphia, Washington, Chicago, Hartford-New Britain, Buffalo, Los Angeles and San Francisco.

SPECIAL RADIO-TELEVISION AWARD: The Boston Conference of the Westinghouse Broadcasting Co. brought into sharp focus the significance of public service broadcasting—both to this company and to the industry. The Conference was in a sense a creative sounding board, the message of which was more attention to better local public service programming. Westinghouse merits special recognition for this Conference, but also for the high quality of its own public service broadcasting. Every Westinghouse-operated station reflected in 1957 projects and programs too numerous to mention the admirable concept which is hereby recognized with this special Peabody radio-television award for meritorious and distinguished public service.

Headliner Award Winners Named; Presentation Set for April 12

Awards for outstanding achievements by radio and tv stations, networks and individuals during 1957 will be presented April 12 at the annual frolic of the National Headliners Club, Atlantic City, N. J. The awards are sponsored by the Press Club of Atlantic City.

For radio, the club announced these winners: Frank McGee, NBC, consistently outstanding radio network news reporting; WBUR Boston, educational station of Boston U., school-created series, for *Impact*, promoting highway safety and carried by 30 commercial stations in New England; KLIF Dallas, consistently outstanding radio news reporting as exemplified by Texas tornado coverage.

Television awards: WBZ-TV Boston for a housing documentary series, *City in a Shadow;* WTVT (TV) Tampa, Fla., consistently outstanding coverage of local news events under direction of Dick John, news director; Maurice Levy, NBC-TV, outstanding network coverage of a news event in the film story of a Texas tornado; KTVT (TV) Salt Lake City, outstanding tv coverage of a local news event for an on-the-spot story of a prison riot and public service contribution through tv's role in the settlement of the riot.

CBS News, Heffner Among Winners In George Polk Memorial Awards

CBS News and Richard D. Heffner, producer, writer and moderator of *The Open Mind*, which appears on WRCA-TV New York, were among the winners of the 10th annual George Polk Memorial Awards announced last Thursday by Long Island U. The winners will receive bronze plaques at an awards luncheon April 15 in New York at the Hotel Roosevelt.

The Polk Memorial Awards are made in seven news categories and two special ones. CBS News won in tv reporting with *Algeria Aflame*, its special report on the Algerian uprising. Mr. Heffner won a special award.

The memorial awards were established by Long Island U.'s department of journalism in 1948 after CBS correspondent Polk was slain while on assignment in Greece. The journalism faculty at the university, all professional newsmen, judges the contest each year; curator is Professor Jacob H. Jaffe, head of the department.

In "The Giant's" 4-State, 58-County Market in the Southeast are . . .

2-MILLION PEOPLE
2-BILLION INCOME

Write us or WEED for facts, availabilities and assistance.

"The Giant of Southern Skies"

4
Channel 4
WFBC-TV
Greenville, S. C.

NBC NETWORK

one reason for
winning Quarters

Our Miss Brooks
2–2:30 pm
Monday–Friday

From noon to 6 pm weekdays
WMAL-TV leads in February ARB

Quarter-Hour Wins:

WMAL-TV	**70**	**(4 ties)**
Station 2	35	(5 ties)
Station 3	6	(1 tie)
Station 4	4	

Share of Audience:

WMAL-TV	**35.6**
Station 2	31.3
Station 3	19.7
Station 4	12.8

Average Quarter-Hour Rating:

WMAL-TV	**9.7**
Station 2	7.1
Station 3	4.2
Station 4	3.9

wmal-tv

maximum power on channel 7 in Washington, D.C.
an Evening Star station represented by H-R Television, Inc.

CONTINUED

Best '57 tv commercials picked by art directors

Over a two-night period in January, 12 agency art directors, radio-tv executives and film producers met in the conference and screening rooms on the 17th floor of McCann-Erickson's New York office to weed through 240 still pictures and 367 films (commercials, program openings, station promotions) submitted for the 37th annual exhibit of Advertising and Editorial Art and Design. Seven entries won; a number of also-rans were found worthy of exhibition.

Last Wednesday noon, the seven winners (at right) received their due; until this Thursday, New York ad executives and visiting firemen will wander through a maze of exhibited stills at the Hotel Waldorf-Astoria until they reach a small screening room where the Art Directors Club of New York will run off 30 films judged the best of last year's crop of tv commercials.

Quality is not to be construed as just "artiness," according to Norman Tate, tv art director of N. W. Ayer & Son, chairman of the tv awards committee. "While it's true that we do not judge on the basis of sales effectiveness or purchasing persuasion power it is extremely hard to divorce yourself from the consideration of selling in tv. After all, we're not creating commercials for fun alone."

Regarding the tv stills category of the '57 judging, Mr. Tate said, "It should be noted that most of the entries are executed at a fraction of the cost of publication art work—tv production budgets being what they are. Probably because of this ever present problem and because of inadequacies in tv reproduction these exhibits display a continuing high level of originality and humor. There also is a refreshing boldness and simplicity in design."

Concerning the film winners and runners-up, Mr. Tate described the basic tenets or standards by which the champions were picked: "Excellent taste in every detail, flawless production, well-conceived continuity and, last but most important, originality." All the winners are relatively simple and uncluttered in design.

Mr. Tate went on, "In the opinion of the judges, the calibre of film work submitted to the show was of generally higher professional standard than in previous years. It looks as if in the future it is going to be harder to be outstanding simply on the basis of high production quality and good taste. It also is true that there were fewer bad uses of cartoons but though there was a relatively high level of quality in cartoon work there was evidence of a sameness that was disappointing." Several winners, however, represented a use of cartoon techniques.

Summing up, Mr. Tate found that "in all categories there seemed to be fewer new trends or developments. Possibly this is simply a sign of developing maturity in the field, or it may reveal a fertile field for competition in the future."

The jury which picked the 1957 award winners was comprised of Mr. Tate; Edward R. Mahoney, Cunningham & Walsh; G. Warren Schloat Jr., Compton Adv., John A. Sidebotham, Young & Rubicam; William Duffy, McCann-Erickson; Stephen Elliot, Elliot, Unger & Elliot, and S. Rollings Guild, Photographers 2 Inc. As chairman, Mr. Tate did not vote. This group was primarily responsible for evaluating film entries.

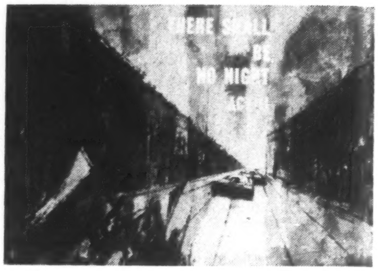
Other judges included William H. Buckley, Benton & Bowles; Suren Ermoyan, Lennen & Newell; John Jamison, J. M. Mathes Inc.; Allen F. Hurlburt, *Look* magazine, and Robert H. Blattner, *Readers Digest*. They were concerned primarily with judging non-film or still art work involving tv.

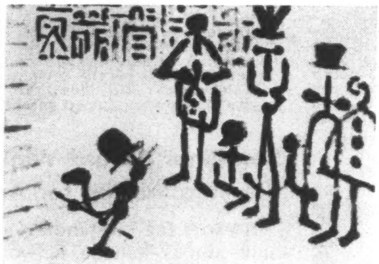
►

GOLD MEDAL: Edward J. Bennett (art director), Guy Fraumeni (artist), Hallmark Cards (advertiser), Foote, Cone & Belding (agency), *Hallmark Hall of Fame* on NBC-TV.

COMMENT: ". . . an extremely good illustration of good 'color taste.' Subtle, moody, impressionistic, this painting effectively projected the somber and sometimes desperate mood of the Robert E. Sherwood play."

CLASS: Design of complete unit: show titling—continuity stills.





◄

GOLD MEDAL: John Hubley (art director), Emery Hawkins (artist), Storyboard Inc. (producer), CBS-TV (client) for *The Seven Lively Arts.*

COMMENT: ". . . not a cartoon in the usual comic sense (however sophisticated) but a representation of jazz music that captured the eccentric movement and textural feeling of pure jazz, most decidedly one of the seven *lively* arts."

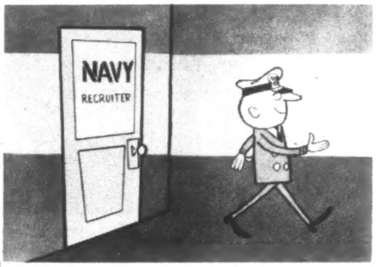
CLASS: Design of complete unit: filmed show titling.

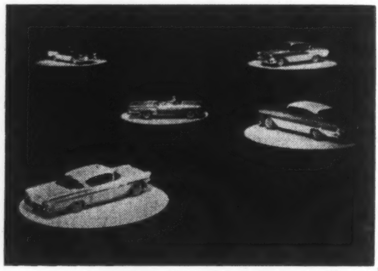
►

GOLD MEDAL: Chris Jenkyns, Robert Cannon (art directors), Bill Higgins (artist), Playhouse Pictures Inc. (producer), U.S. Navy (advertiser). No advertising agency.

COMMENT: ". . . it seemed to represent a very emotional approach to a serious problem—recruiting. It was a hell of an effective combination of animation and photography . . . so unusual none of us had ever encountered it before . . ."

CLASS: Fully-animated film commercials.





◄

CERTIFICATE OF DISTINCTIVE MERIT: John Coleman, Henry Caroselli (art directors), Tom Armstrong (writer), Hans Koenekamp, Arthur Feindel (photographers), Warner Bros. Tv (producer), Campbell-Ewald (agency), Chevrolet Div. (advertiser).

COMMENT: Where other auto advertisers throw in everything but the spare tire, this one stayed wonderfully simple, combining a fine-looking product with yet a finer concept of imagination."

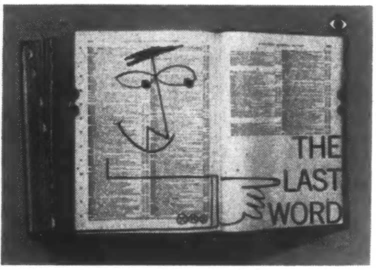
CLASS: Film commercials.

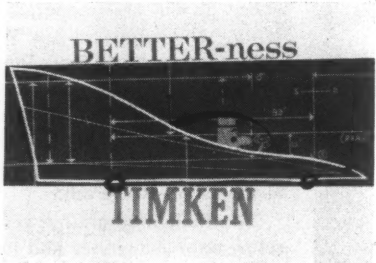
►

CERTIFICATE OF DISTINCTIVE MERIT: Georg Olden (art director), Eleanor Bunin (artist), CBS-TV (advertiser). No advertising agency.

COMMENT: ". . . devastatingly clever, this bit of promotion for *The Last Word* truly *was* the last word. Here we have an original based on a theme of Steinberg . . . a *living* dictionary pointing to the last page and, inevitably, the last word.

CLASS: Design of complete unit: single frame promotional station break.





◄

CERTIFICATE OF DISTINCTIVE MERIT: Lawrence Berger (art director), Paul Kim (artist), Academy Pictures Inc. (producer), BBDO (agency), Timken Roller Bearing Co. (advertiser), *Project XX*'s "The Innocent Years" on NBC-TV.

COMMENT: ". . . action flows magnificently . . . it is simple, fresh—and while it uses the traditional 'institutional approach,' it manages to be untraditional in that it is done with light, clean, child-like naivete."

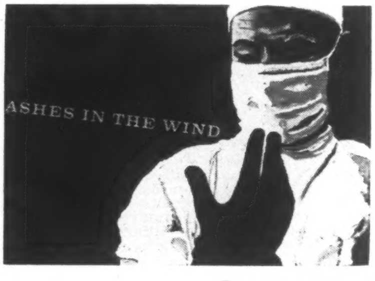
CLASS: Live and animated film commercials.

►

CERTIFICATE OF DISTINCTIVE MERIT: Jack Sheridan (art director and artist), Albert McCleery (producer), NBC-TV (client), *NBC Matinee Theatre.*

COMMENT: ". . . dramatic . . . yet clearly simple and uncluttered in both thought and execution."

CLASS: Design of complete unit: single frame show titling.



Pre-Premiere Publicity for Tv Offered by New McDermott Firm

To provide pre-premiere and premiere publicity, promotion and exploitation for new tv series, Pat McDermott Inc., Hollywood-New York public relations and personal management firm, has set up a new division, Premiere Publicity Inc. Premiere is offering a nine-week promotional package to sponsors, agencies, program packagers and syndicators.

"Television business being what it is, program cancellations are discussed the day the second overnight Trendex comes in," Miss McDermott president of Pat McDermott Inc., said. "In order to protect your multi-million dollar investment you must build your audience before going on the air."

She said that Premiere Publicity will build audiences by a "crash program" when it is needed most—before the crash. She pointed to the extensive promotion conducted by Hollywood movie companies prior to release of theatre films.

Searle Heads California Firm

Don Searle, veteran station operator, is chairman of the board of Special Events Inc., Southern California organization specializing in staging and publicizing such events as movie premieres, store openings, anniversary sales and the like. Quentin Brewer, partner in the Kansas City advertising agency, Bruce B. Brewer & Co., now like Mr. Searle a resident of Southern California, is president of Special Events Inc.

The firm has acquired the equipment of Gordon Gray Advertising and is servicing accounts formerly handled by that organization. Roger (Jet) Hamilton has been named general manager of Special Events Inc., which has headquarters at 3833 Sepulveda Blvd., Culver City, Calif. Telephone is Texas 0-2551.

Mr. Searle is president of KFNF Shenandoah, Iowa; KMMJ Grand Island, Neb., and KXXX Colby, Kan.

Miller Opens Own Design Studio

Irving Miller, art director for CBS-owned radio stations and prominent in CBS radio and television art departments for the past 12 years, has resigned to open his own design studio. Known as Irving Miller Studio, it is at 141 East 55th St., New York. Telephone: Plaza 5-1270. Mr. Miller and staff will concentrate on design and production of advertising, packaging and promotional material for both advertisers and agencies. Clients include WTOP Washington, among others.

New Firm to Provide Tv Models

Babs Ferguson, formerly with Hartford Agency, and Jean Colleran Foster, former model, have formed a new firm, Foster-Ferguson Agency, to provide advertising agencies and film firms with models for commercials. The new firm is at 141 East 44th St., New York. The agency will provide both male and female models, providing screening service before sending models to casting directors.

MGA FIRES DUAL SALVO AT AFM

Musicians Guild of America, newly organized competitor to the American Federation of Musicians [PERSONNEL RELATIONS, March 31] last week took the first step in its program of invasion of the AFM domain. On Monday MGA filed a petition with the National Labor Relations Board's regional office in Los Angeles asking for recognition as the exclusive bargaining agent for musicians employed by the major motion picture producers.

MGA specifically asked for certification as bargaining representative for all musicians under contract to the eight studios comprising the Assn. of Motion Picture Producers and for musicians employed by these companies for at least 30 days since Aug. 1, 1957 under the AFM agreements. The studios: Allied Artists, Columbia Pictures, Walt Disney Productions, MGM, Paramount, 20th Century-Fox, Universal and Warner Bros.

MGA Chairman Cecil Read estimated that a total of 500 musicians is involved and he said that the MGA petition was accompanied by authorization cards signed by more than the required 30% of that total.

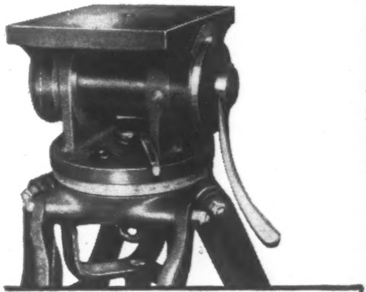
On Wednesday Mr. Read filed another document with NLRB. This was an accusation that Eliot Daniel, president of AFM's Hollywood Local 47, and John Tranchitella, vice president of the local, were guilty of unfair labor practices. Messrs. Daniel and Tranchitella, Mr. Read charged attended a rehearsal of the Los Angeles Philharmonic Orchestra on Tuesday and warned the musicians that anyone who attended an MGA meeting, signed an MGA authorization card or in any way aided the new union, would be guilty of dual unionism and subject to loss of AFM membership. The Local 47 officers, Mr. Read alleged, told the musicians that if they lost their AFM membership they would also lose their jobs with the Philharmonic, as this type of employment did not come under NLRB jurisdiction.

Mr. Read disputed this statement noting that the orchestra's radio broadcast, recording activities and out-of-state performances put it into interstate commerce and therefore under the NLRB.

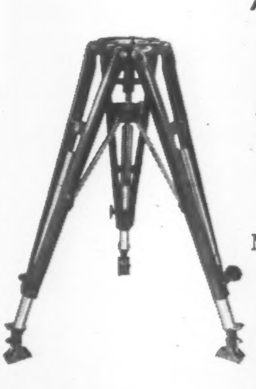
He further charged Mr. Daniel with ordering the local's business agents to picket an MGA meeting on March 30. Mr. Read claimed that nine of the Local 12 business agents plus 15-20 other "Petrillo supporters" gathered outside the meeting place and passed out handbills warning members of Local 47 that attendance at the meeting would automatically make them guilty of dual unionism and subject to expulsion from the AFM. He said that 50-75 musicians attended the meeting despite these

CECO microwave relays conquer space barriers

Whether it's a fixed station or a mobile unit, CECO microwave equipment surmounts the communication barrier. Because CECO equipment is built to a quality that is actually higher than the official standards. For dependable pickup and relay under adverse climatic conditions, you're wise to play safe with CECO.



Micro Wave Relay Beam Reflector Head
Perfect for parabolas up to 6-ft. diameter. Withstands torques of 225 ft. pounds in elevation and 150 ft. pounds in azimuth. Environmental treated for extreme weather conditions.
$ 285.00 Relay Tilt Head Only



ALL METAL TRIPOD
Has cast top flange and upper leg portion made of one piece aluminum alloy castings. Legs slide easily and have tie-rods to center for automatic leveling. Accepts Balanced TV Head, Micro Wave Relay Beam Reflector Head (illus.) and other similar professional tripod heads. **$260.00** Metal Tripod only.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO., INC.
Dept. B 315 West 43rd St., New York 36, N. Y. JUdson 6-1420

threats and estimated that perhaps another 50 stayed away because of the threats.

On Wednesday evening six board members of the Musicians Club, which owns the building and property of Local 47, received telegrams notifying them that they had been suspended from the local pending the outcome of an investigation of the charges that they had aided MGA and were guilty of dual unionism.

Mr. Read said that the Musicians Club, a California corporation, is technically independent of control by Local 47, but a requirement that a member of the club must also be a member of the local was used by Mr. Daniel in an "illegal attempt to regain control of the club property" from the Read supporters elected by the club members last month.

IBEW, CBS Negotiate Under Threat of Strike

Negotiators for CBS and the International Brotherhood of Electric Workers met in Washington last Thursday and Friday in an effort to reach agreement on a new contract, although IBEW New York Local 1212 earlier had voted to reject a CBS offer and had authorized a strike.

Neither IBEW headquarters nor the local reported if progress had been made, although a CBS executive believed that IBEW itself would not call a walkout. Seven other locals also voted on the CBS proposal but the final tabulation was not available Thursday.

The old contract expired Jan. 31 [PERSONNEL RELATIONS, Feb. 10, 3] and members have continued on the job with the understanding that terms of a new contract would be retroactive to that date. The pact covers technicians and certain other classifications at CBS Radio, CBS-TV and the company's owned stations.

A spokesman for Local 1212 reported that the main reason CBS's proposal had been turned down last Wednesday was that it failed to provide "job security and adequate monetary increases."

Several weeks ago the National Assn. of Broadcast Employes & Technicians rejected the contract proposals of ABC and NBC. NABET covers technical employes at these two networks. The old contract at NBC and ABC also expired Jan. 31. A network spokesman said that NABET is expected to request a meeting shortly to pinpoint areas of dissatisfaction and he felt that no strike is imminent.

In another labor development, Federal Judge Archie Dawson last Thursday denied Local 1212's application to have the National Labor Relations Board vacate an injunction issued last July 1. The injunction against Local 1212 was issued in connection with WCBS-TV New York's telecast of the Tony Awards [PERSONNEL RELATIONS, April 29, 1957, *et seq.*], when Local 1212 disputed the right of Local 1, International Alliance of Theatrical Stage Employes to provide lighting for the remote program. The injunction restrains Local 1212 from striking the network in the remote lighting situation.

14 Broadcasters Get Education Fellowships

Fourteen commercial and educational broadcasters are among 40 persons who will share this year's Fund for Adult Education fellowships. Grants total $205,000 and will permit the recipients to study up to a year at universities or public institutions. This is the second year fellowships have been made in the mass communication field.

C. Scott Fletcher, president of the fund, announced at the same time the opening of applications for the Mass Media and Leadership Training Awards Program for 1959-60. Filing deadline is October 15 with awards to be announced April 1, 1959. Selection among this year's candidates was made by a national committee under the chairmanship of Edward W. Barrett, former assistant secretary of state, now dean of Columbia U.'s graduate school of journalism.

Among 1958 fellows are:

Elmer W. Lower, director of special projects (including election coverage), CBS News & Public Affairs Div., who will make a study at Columbia U. of mass communication's role in Presidential elections; Claud P. Mann Jr., news and special events director at KSBW-TV Salinas, Calif., to study mass media at U. of California; Mrs. Elisabeth M. Alford, copywriter-women's director, WCOS Columbia, S. C., who will study at U. of South Carolina and intern in the news department of WCSC-TV Charleston, and Sam L. Becker, director of the radio-tv-film division of State U. of Iowa and research chairman of the National Assn. of Educational Broadcasters, who will do a post-doctoral study on attitudes and motivation at Columbia U., including study with the research staffs of CBS, NBC, Young & Rubicam and McCann-Erickson.

Ethelbert A. Hungerford, director of operations, Metropolitan Educational Television Assn., New York, to study education administration at New York U.; Colin D. Edwards, freelance news commentator specializing in Far East, to intern at radio-tv division of United Nations; James W. Sanders, Alabama Polytechnic Institute radio-tv instructor, to do radio-tv doctoral study at Northwestern U.; Sidney Roger, labor editor, commentator on KROW Oakland, Calif., to study communications, especially labor news, at the U. of California; John S. Clayton, director of production, radio-tv-motion picture dept., U. of North Carolina, to do doctoral study in drama, Yale U.; Wayne M. Carle, journalism instructor, Brigham Young U., to do doctoral study in radio-tv education, Ohio State U.; Richard E. Mansfield Jr., producer-director, WTTW-TV Chicago, to study playwriting-direction, Yale U.; Marine Lt. Dennis A. McGuire, ex-writer, WOW-TV Omaha, to study tv direction, Yale U. and U. of Southern California; Dorothy E. Miniace, radio-tv coordinator, U. of Wisconsin, to study adult education, Columbia U., and Mrs. Doris Karasov, volunteer community leader, to study tv education at U. of Minnesota and intern at KTCA-TV St. Paul.

The fund invites applications from writers, editors, reporters, producers, program directors and others in similar capacities with commercial or educational radio and tv stations, newspapers and magazines and who deal with world affairs, politics, economics and the humanities ("broadly defined"). The amount of money granted is sufficient to meet needs of the candidate, including support of family where necessary while he is on leave from his regular work. The fund is at 200 Bloomingdale Rd., White Plains, N. Y.

N. Y. Legislature Okays ETV Funds

The New York board of regents has moved closer toward realizing its hope of having its "own" tv channel in New York City. On March 26 the state legislature approved $212,912 to defray part of the cost of backing an etv project. Gov. Averell Harriman has 30 days to sign the bill. An agreement has been reached between RKO Teleradio Pictures Inc. and the regents to utilize WOR-TV New York as an etv station during daytime hours, effective Sept. 1 [EDUCATION, March 17].

100-Station ETV Network Seen By 1968 in New ETRC Report

A 100-station live network of educational television stations is predicted for 1968 in a report prepared by the Educational Television & Radio Center, Ann Arbor, Mich., and its affiliated stations.

By 1968 the etv network will reach 80% of the country's population, the report forecasts. At the same time the educators call for "vastly increasing support of all types of educational television broadcasting."

Some 30 educational tvs that have followed KUHT (TV) Houston, Tex., which pioneered educational television five years ago, now are in a position to give new stations the benefit of their experience, the ETRC report says. With their help, by 1968 etv will be utilizing longer broadcast schedules, more remote pickups, color and improved programming produced by larger staffs. The network will begin first on a regional level, as in Alabama at present, the educators foresee, spreading nationally by the end of the decade.

"Such achievements can only be realized through an imaginative approach . . . on the part of government bodies, foundations, industry, educational and cultural institutions and the public itself. From these sources the ETRC wants "vastly increased financial support" to develop stronger program service, prompt activation of educational channels and research and evaluation of educational broadcasting.

Three New Series Scheduled In NBC's Second ETV Year

NBC-TV has announced it is extending its educational tv programming into the second year, effective last month, describing the past year's activities as "an experiment." Once again working closely with the Educational Tv & Radio Center at Ann Arbor, Mich., the NBC Educational Television Project this spring will take up three new series, each lasting 13 weeks.

One of these series will be "sponsored" via outside capital, according to NBC Public Affairs Director Ed Stanley: effective today (Monday) and for 12 Mondays thereafter, NBC and the American Heart Assn. (which will provide a portion of the necessary working capital) will air *Decision for Research*—a series dedicated to attract new research careerists from ranks of school youngsters.

The other programs, dealing with foreign policy and jazz, will feature such prominent names as author-critic Gilbert Seldes, jazz authorities Marshall Stearns and Leonard Feather (hosting such stars as Duke Ellington) and Erwin D. Canham, editor of the *Christian Science Monitor*. In addition to the 29 ETV stations carrying these programs, 24 regular NBC-TV affiliates will also slot the shows, many via kinescope.

Pay Tv Reaction Poll Made Part Of WREX-TV Limerick Contest

WREX-TV Rockford, Ill. is to begin today (Monday) a promotional contest called "Silver Dollar Tele-vote," which is tied to the issue of free versus pay television. The contest will be conducted 13 weeks with Carolyn Sholder Assoc., promotion-merchandising company, handling all details for the station.

One phase of the contest asks respondents to check whether they are in favor of pay tv or free tv. Another part asks them to complete a limerick on the programming the station offers at present. Ballots are obtainable only at the local merchants who have bought time on the station. The contest is being advertised in newspapers and through display cards in stores, plus on-air promotion. Over the 13-week period, three first prize winners will be selected on the basis of the completed limerick.

Prior to the opening of the contest, the ch. 13 station carried a delayed kinescope of CBS-TV's program on pay tv versus free tv and also took advertisements in local newspapers outlining the issues of the controversy.

ABN Operatic Winners Announced

Nine prizes of $1,000 each were awarded to young singers on the final American Broadcasting Network *Metropolitan Auditions of the Air* program for the 1958 season. The four national winners who received $1,000 each from ABC were Martina Arroyo, soprano, New York City; Grace Bumbry, mezzo-soprano, St. Louis; Charles K. L. Davis, tenor, Hawaii and Lillian Messina, soprano, Brooklyn, N. Y. Five regional awards as well as special awards in other categories also were presented. Almost 30 American singers have been presented on the series which began in January.

Tunesmiths Get Chance on KPHO

A "Search for Songs" contest is being conducted by KPHO Phoenix. Budding songwriters are urged to submit words and music for an original popular song. The winner will receive $25 and his work will be published and recorded. The recording will be featured on KPHO on Ray Curtis' (Mon.-Fri. 4-7:30 p.m. MST) show.

Chefs Cook Up KYW Promotion

KYW Cleveland was instrumental in arbitrating a contest between two army chefs as to which was the better cook.. Disc jockeys Big Wilson and Joe Finan each championed one of the chefs and guested him on the respective d.j. show. Messrs. Wilson and Finan also conducted a listeners' recipe contest which reportedly drew 373 recipes. The persons who submitted the winning entries were treated by KYW to dinner at a local restaurant. The army chefs utilized the winning recipes in cooking dishes for their personal contest. A draw was declared and both chefs paid the loser's penalty of having his head shaved.

For Some 'Fowl' Reason?

An even dozen listeners to WNEW New York will win a year's supply of eggs for the most original answer to that old wheeze, "Why did the chicken cross the road?" The question is being asked by d.j. Lonny Starr on WNEW's *Music Hall* programs. The judge is comedian Henny Youngman.

'Purse-Suasive' Blair-Tv Gift

To remind advertisers about Blair-Tv's "Purse-Suasion" campaign, the station representative is sending present and prospective clients a small plastic purse. A label attached to the purse handle reads "This little lady's purse holds a story for you!" Inside is a "shopping list" of Blair-Tv represented stations.

WABR Cleans Up For Listener

An Orlando, Fla., housewife had her house cleaned courtesy of WABR there. The spring cleaning was the prize in the station's three-week contest which called for listeners to submit reasons why the clean-up should be done for them. WABR hired professional house cleaners to do the job for the winner.

Explorer Launches KCKN Contest

The successful launching of Explorer III March 17 was worth $100, a hi-fi record player and $40 worth of phonograph records to a KCKN Kansas City, Kan., listener, who submitted nearest guess to the satellite's launching time in KCKN's "Operation Space" contest.

Networks Promote Brand Names

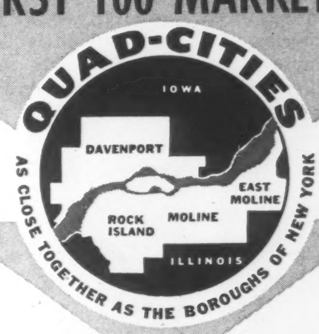
Television promotion kits in support of "Brand Names Week" (April 13-20) have been mailed to all U. S. tv stations by Television Bureau of Advertising. The kits, created and prepared by ABC, CBS, NBC, Westinghouse Broadcasting Co., and TvB, contain filmed trailers, slides, balops and sample scripts supporting the "Better Buy By Brand Name" theme.

Trenton Chamber Salutes WTTM

The Greater Trenton (N. J.) Chamber of Commerce pays tribute to WTTM there in an issue of its monthly *Trenton* magazine. Headed "WTTM—To Community Leadership by Working Together With People," the article deals with the station's 16-year history and takes readers behind the scenes to see how WTTM operates, introducing station staffers.

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405
ALL INQUIRIES-CONFIDENTIAL

ONE OF THE
FIRST 100 MARKETS



WHBF
RADIO & TELEVISION
the station
of marketing success
in the Quad-Cities
CBS
REPRESENTED BY AVERY-KNODEL, INC.

MEMO—
To: Broadcasters & Advertising Agencies
From: Bob Perrott, The Silver Dollar Man

For quite a few years now, as some of you may know, I've been operating my Silver Dollar program on a regional basis with outstanding success. Now I'm ready to open up nationally. What I have to offer is a down-to-earth way to increase a bottler's home business by as much as 100% in the first 30 days! If I don't . . . you pay me nothing. You have a money back guarantee . . . Plus a guaranteed audience builder. For example, in Harrisonburg, Virginia, Hamilton Shea of WSVA-TV, says: "Tremendous success . . . draws an average of 3000 cards a week, with a peak week of 6000 cards." J. W. "Bill Davis" of Roanoke, Virginia has just moved into first place nation wide on a per capita basis with the Dr. Pepper Co. Yes! He has used the Silver Dollar Man program for more than five consecutive years. My Silver Dollar program is equally well suited for any product that stays in home refrigerators or freezers, the most valuable storage space of all. For full details on The Silver Dollar program, which is sold on an exclusive franchise in your area and fully protected against imitators, write or wire:

R. A. (Bob) Perrott
THE SILVER DOLLAR MAN
Brunswick, Georgia

KCOP (TV) Boosts Medium Via Institutional Promotions

On-air promotion of tv as an advertising medium has been started by KCOP (TV) Los Angeles. Station personalities deliver one-minute and 20-second spots, telling the audience that, with more than three million tv sets in the area, television advertising will produce results at "the lowest cost per sale."

The KCOP promotional spots are largely institutional, designed to sell tv itself. Each personality, in a message written and delivered in his own personal style, urges viewers with anything to sell to call one or more of the seven Los Angeles tv stations. Only at the end does KCOP get in its own plug: "And I hope one of the ones you call will be my station, KCOP."

Alvin Flanagan, station manager, said that the idea for using tv to sell tv stemmed from a realization that every popular tv show must have at least 100 local advertisers in its audience.

Other personalities will make filmed spots for the series, which will be aired three or four times a day during the evening hours, "when the people we want to reach are most apt to be watching," Mr. Flanagan said. KCOP plans to continue this campaign for three or four months, "until we've either proved or disproved the idea." As the campaign continues, successful tv advertisers will be used in the film spots, delivering capsule testimonials.

WBBM-TV Show Is 'In the Bag'

A panel comprised of local radio-tv personalities, including guest celebrities, is a feature of a new series started by WBBM-TV Chicago under the aegis of Frank Atlass, program director. Titled *In the Bag*, the program is built around a guessing format, with panelists seeking to determine what each studio contestant is concealing in a bag. The panel is composed of Paul Gibson, WBBM-AM-TV personality; columnists Irv Kupcinet of the *Chicago Sun-Times*, Janet Kern of the *Chicago American* and a guest celebrity, with John Coughlin as moderator. A contestant who stumps the panel receives $50 plus his choice of two bags from the "Grab Bag Rack."

TOP
JACK PAAR
STARS ON NBC
Make 17 YOUR STATION

A BLACK EYE was given to Jack Parr, host of his own show (NBC-TV, Mon.-Fri. 11:45 p.m.-1 a.m. EST) by the shadow of a lamp on a WBUF-TV Buffalo billboard there. A WBUF-TV staffer noticed the effect on the nine-foot high cutout of Mr. Paar and sent him a photograph of it. Mr. Paar showed the picture on his show with the comment "what Buffalo sunshine did to me looks like what Sugar Ray did to Basilio. . . ."

Chamber Buys Day on WOAP

A whole day of remotes was sold by WOAP Owosso, Mich., to the local Chamber of Commerce for the chamber's annual "Sidewalk Sale." Each year Owosso merchants move as much stock as possible in front of their stores to promote a spending spree. For a week prior to the event, it was promoted by participating retailers in special spot packages sold by the station. WOAP originated all its features from the back of a wagon parked on a main street with staffers dressed in t-shirts marked "WOAP . . . Hot Radio."

Egg, Matchbook Contests on WCPO

A citywide Easter egg hunt has just been concluded on WCPO Cincinnati. An egg was hidden within the city and clues to its location were aired each hour. The egg was redeemable at WCPO for a 14-pound ham. In another contest launched today (Monday), models are touring the city giving out numbered WCPO matchbooks. Winning numbers are announced by disc jockeys throughout the day. A total of $1,230 (the station's frequency is 1230) will be divided among the people handing in the winning matchbooks.

D. C. Headlines Featured in 'WWW'

NBC-TV's *Wide Wide World* (Sun. 4-5:30 p.m.) will present "Headline City" the story of Washington, D. C., "as the news-making and news-gathering capital of the world" April 13. Scheduled for participation are James C. Hagerty, presidential press secretary; Benjamin M. McKelway, president of Associated Press and editor of the *Washington* (D. C.) *Evening Star;* Lyle Wilson, vice president and bureau chief of United Press, and James R. Wiggins, executive editor of the *Washington Post & Times Herald*. NBC-TV cameras will visit official and unofficial centers of news.

Teen Talent Converges on WBZ

So many phone calls were received at WBZ Boston following the announcement of Westinghouse Broadcasting Co.'s "American Youth Talent Search," that WBZ changed the message within five minutes to a "write-in only" policy. Teenage singing groups are being auditioned through April 12. Prize for the winning group includes a trip to New York to compete against other WBC station winners. An RCA Victor recording contract is the grand prize.

New Job Promoted by WKMF D. J.

To publicize a move from WBBC Flint, Mich., to WKMF there, d.j. Bill Lamb asked listeners to his programs on the new station to write "Bill Lamb—1470" (WKMF's frequency) as many times as possible on a regulation-size postcard. The winner submitted a card with the words written 4,538 times and was awarded a hi-fi radio-phonograph combination. Other prizes included a transistor radio and LP phonograph record albums.

Editors Join in WOR-TV Promotion

WOR-TV New York invited news editors last week to "join our treasure hunt" as a promotion for its *Million Dollar Movie* presentation of "Sinbad the Sailor" which will be shown twice daily for a week beginning tonight (Monday). Entrants must trace a route on a map of the Near East by following a list of clues. Winners will receive a Zenith Overseas receiver.

K. C. Mayor's Two-Way Marathon

Kansas City's Mayor H. Roe Bartle, scheduled to appear for a half-hour on WHB there to answer constituents queries on city government, ended up being on the air three hours. The mayor was kept busy answering questions via the station's "Multiphone System" in which the questions and answers can be heard over the air.

WSAZ Gives Trip to Oscar Guesser

WSAZ Huntington, W. Va., made Academy Award judges of the station's listeners when it asked them to guess the winners in its "Oscar" contest. A prize of a trip to New York over the Easter weekend was awarded to the listener who guessed the most movie stars to win Oscars.

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

Station Authorizations, Applications

As Compiled by BROADCASTING

March 27 through April 3

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTION BY FCC

Nampa, Idaho—Radio Boise Inc.—Granted vhf ch. 6 (82-88 mc); ERP 12.59 kw vis., 6.3 kw aural; ant. height above average terrain 341 ft., above ground 315 ft. Estimated construction cost $53,354, first year operating cost $101,000, revenue $116,000. Post Office address Boise Hotel, Boise, Idaho. Studio location Ada County. Trans. location Ada County. Trans. Dumont, ant. RCA. Legal counsel Dowd, Lohnes & Albertson, Washington, D. C. Consulting engineer Vincent L. Hoffart, Spokane, Wash. **Roger L. Hagadone,** owner **KYME Boise,** will be 99% owner. Announced Mar. 27.

Existing Tv Stations

ACTIONS BY FCC

KMGM-TV Minneapolis, Minn. — Granted change in call letters to **KMSP**; requested call had been opposed by **KSTP Inc. (KSTP and KSTP-TV), St. Paul,** but Commission sees insufficient likelihood of confusion to public. Announced Mar. 27.

WTVD (TV) Durham, N. C.—Granted mod. of cp to move trans. from site 9 miles north of Durham and 20 miles north of Raleigh to about 32 miles southeast of Durham and 10 miles southeast of Raleigh, and increase ant. height from 1010 ft. to 1510 ft. Announced Apr. 2.

KGUL-TV Galveston, Tex.—Granted waiver of Sec. 3.652 to permit identification of KGUL-TV as **Houston-Galveston** station, effective Mar. 27.

KTVW (TV) Tacoma, Wash.—Is being advised that application to increase vis. ERP from 100 kw to 316 kw, increase ant. height from 780 ft. to 795.5 ft., change type trans. and move trans. from 5 miles east of Tacoma to about 26 miles north to **Queen Anne Hill** in **Seattle.** Indicates necessity of hearing. Announced Apr. 2.

CALL LETTERS ASSIGNED

KRTV (TV) Great Falls, Mont.—Cascade Bcstg. Co., ch. 3. Changed from **KCTL (TV).**

WTMV (TV) Utica, N. Y.—Malco Theatres Inc., ch. 54.

WAMT (TV) Memphis, Tenn.—Malco Theatres Inc., ch. 48.

KVNU-TV Logan, Utah—Cache Valley Bcstg. Co., ch. 12.

Translators

ACTION BY FCC

Morongo Bason Tv Club Inc., Twentynine Palms, Calif.—Granted cp for new tv translator station on ch. 76 to serve Twentynine Palms and Marine Corps base by translating programs of **KNXT** (ch. 2) **Los Angeles.** Announced Mar. 27.

CALL LETTERS ASSIGNED*

K76AJ Twentynine Palms, Calif.—Morongo Basin Tv Club Inc.

W70AA Oleans, N. Y.—WHDL Inc.

W70AB North Warren, Pa.—Conewango Valley Tv Inc.

*Translator channels are designated by numbers in their call letters.

New Am Stations

ACTIONS BY FCC

Phoenix, Ariz.—Harold Lampel and Dawkins Espy d/b as **Phoenix Bcstg. Co.**—Granted 1010 kc, 500 w D. P. O. address Box 933, Beverley Hills, Calif. Estimated construction cost $13,864, first year operating cost $50,000, revenue $60,000. Mr. Lampel is former partner in Paramount, Calif., wood products firm. Mr. Espy is consulting radio engineer, owner of electronic equipment firm, and manufacturer's representative firm. Announced Mar. 27.

Riviera Beach, Fla.—Public Service Bcstg.—Granted 1600 kc, 1 kw D. P. O. address Box 1486, Fort Myers, Fla. Estimated construction cost $7,000, first year operating cost $29,000, revenue $37,000. **Robert Hecksher,** owner **WMYR Fort Myers,** will be sole owner. Announced Mar. 27.

Cayce, S. C.—Lexington County Bcstrs.—Granted 620 kc, 500 w D. P. O. address % J. O. Tice Sr., Box 656, Lake City, S. C. Estimated construction cost $16,165, first year operating cost $61,000, revenue $72,000. Principals include **J. O. Tice Jr.** (60%), 51% **WBLR Batesburg and WMYB Myrtle Beach,** and 31% **WJOT Lake City,** all **South Carolina,** and **Mr. Tice Sr.** (30%), 20% WJOT. Announced Apr. 2.

Auburn, Wash.—John W. Mowbray and Edward Garre d/b as **Auburn Bcstrs.**—Granted 1220 kc, 250 w D. P. O. address 1110 5th Ave., Auburn. Estimated construction cost $11,925, first year operating cost $42,000, revenue $52,800. Mr. Mowbray, with Hugh Feltis & Assoc. (radio-tv representative), and Mr. Garre, account executive, **KMO Tacoma, Wash.,** are co-owners. Announced Mar. 27.

APPLICATIONS

Coffeyville, Kan.—A. F. Misch, 1370 kc, 500 w D. P. O. address 214 W. Ninth, Coffeyville. Estimated construction cost $26,364, first year operating cost $38,000, revenue $45,000. Sole owner **Misch** is in printing. Announced Apr. 2.

Laurel, Miss.—East Central Bcstg. Co., 1490 kc, 250 w unl. P. O. address Box 1499, Hattiesburg, Miss. Estimated construction cost $10,500, first year operating cost $36,000, revenue $48,000. Owners are **B. L. Blackledge** (50%), **F. M.**

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS
RADIO • TELEVISION • NEWSPAPER

WESTERN AM AND VHF

$750,000

These important properties are affiliated with a major network. Well-diversified retail sales. Sizable fixed assets including real estate. Financing available to qualified buyer. A prospectus is available through any office.

WASHINGTON, D. C.
Wm. T. Stubblefield
1737 DeSales St., N. W.
EX 3-3456

CLEVELAND
Jackson B. (Jack) Maurer
2414 Terminal Tower
TO 1-6727

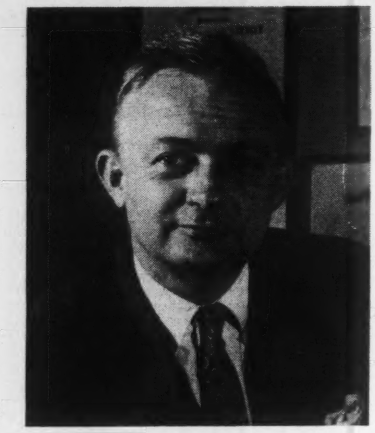
CHICAGO, ILL.
Ray V. Hamilton
Tribune Tower
DE 7-2754

ATLANTA, GA.
Jack L. Barton
1515 Healey Bldg.
JA 3-3431

DALLAS, TEX.
Dewitt (Judge) Landis
Fidelity Union Life Bldg.
RI 8-1175

SAN FRANCISCO
W. R. (Ike) Twining
111 Sutter St.
EX 2-5671

Call your nearest office of
HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES



JAMES W. COAN, President

Like Hundreds of Broadcasters . . .

President
JAMES W. COAN
of
WTOB
Winston-Salem, N. C.
and
Chief Engineer
JAMES H. HOKE
Selected
STAINLESS TOWERS

JAMES H. HOKE, Chief Engineer

LEARN WHY MANY BROADCASTERS CHOOSE
STAINLESS TOWERS

Call or Write
for Informative
Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

COMMERCIAL STATION BOXSCORE

As Reported by FCC through Feb. 28

	AM	FM	TV
LICENSED (all on air)	3,170	520	400[1]
CPs ON AIR (new stations)	52	20	108[2]
CPs NOT ON AIR (new stations)	85	64	107
TOTAL AUTHORIZED STATIONS	3,307	604	659
APPLICATIONS FOR NEW STATIONS (not in hearing)	406	42	75
APPLICATIONS FOR NEW STATIONS (in hearing)	115	11	54
TOTAL APPLICATIONS FOR NEW STATIONS	521	53	129
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	237	26	38
APPLICATIONS FOR MAJOR CHANGES (in hearing)	36	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	273	26	54
LICENSES DELETED	0	0	0
CPs DELETED	2	1	1

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through April 2

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,170	57	95	536
FM	520	20	78	64
TV (Commercial)	400[1]	110[2]	108	132

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through April 2

	VHF	UHF	TOTAL
COMMERCIAL	424	86	510[3]
NON-COMMERCIAL	24	7	31[4]

---

[1] There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 36 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Smith (26%) and others. Mr. Blackledge has interest in **WBKH Hattiesburg** (50%) and **WEGA Newton** (50%), both **Mississippi.** Mr. Smith owns one-half of WBKH and 26% of WEGA. Announced Mar. 27.

Johnstown, N. Y.—Martin Karig, 1280 kc, 1 kw D. P. O. address 13 Warren St., Glens Falls, N. Y. Estimated construction cost $16,318, first year operating cost $60,000, revenue $72,000. Sole owner **Karig** owns **WWSC Glens Falls, WIPS Ticonderoga,** 12.5% of **WSPN Saratoga Springs,** and .05% of **WNDR Syracuse,** all **New York.** Announced Mar. 28.

Lansdale, Pa.—Equitable Publishing Co., 1440 kc, 500 w D. P. O. address George W. Knipe, Box 390, Lansdale. Estimated construction cost $60,022, first year operating cost $67,339, revenue $68,926. Owners are **George W. Knipe** and **Howard C. Berky** (49% each), both executives in **Equitable.** Announced Apr. 2.

Mt. Vernon, Wash.—Columbia River Bcstrs., 1470 kc, 1 kw D. P. O. address J. W. England, 1515 Fifth Ave, Seattle. Estimated construction cost $19,563, first year operating cost $26,260, revenue $33,600. **Ward Beecher,** who now owns 66⅔%, will increase ownership to 80%. He also owns one-third of **KFDR Grand Coulee, Wash.** Announced Apr. 2.

Existing Am Stations

ACTIONS BY FCC

WOV New York, N. Y.—Is being advised that application to specify station location as **New York, N. Y.-Carlstadt, N. J.,** indicates necessity of hearing. Announced Apr. 2.

KGRO Gresham, Ore.—Granted change on 1230 kc from 100 w unl., to 100 w N, 250 w D. Announced Apr. 2.

KNPT Newport, Ore.—Granted change of operation on 1310 kc from 1 kw DA-N, unl., to 1 kw, 5 kw LS, DA-N. Announced Mar. 27.

WSPT Stevens Point, Wis.—Granted increased power on 1010 kc from 250 w to 1 kw, continued daytime operation; trans. to be operated by remote control. Announced Mar. 27.

APPLICATIONS

WWCC Bremen, Ga.—Cp to increase power from 500 w to 1 kw and install new trans. Announced Apr. 2.

KTRY Bastrop, La.—Cp to increase power from 250 w to 500 w and install new trans. Announced Mar. 27.

WSAR Fall River, Mass.—Mod. of cp which authorized changes in nighttime directional ant. pattern to change ant.-trans. and studio location, make changes in directional, ant. system (increase height), changes in ground system and change type trans. Announced Apr. 2.

KLPW Union, Mo.—Cp to increase power from 250 w to 1 kw and install new trans. Announced Mar. 28.

WELM Elmira, N. Y.—Cp to change frequency from 1400 kc to 1410 kc; increase power from 250 w unl. to 500 w—1 kw—LS; install directional ant. for nighttime use and new trans. Announced Mar. 27.

WRSA Saratoga Springs, N. Y.—Cp to change ant.-trans. location to Route 146C, Curry Rd., extended, 3 miles SE of NYS Thruway interchange, **Schenectady, N. Y.,** change studio location and remote control point to, To be determined, Schenectady, N. Y., and change station location to Schenectady, N. Y. Announced Mar. 27.

WORA Mayaguez, P. R.—Cp to change frequency to 760 kc; increase power to 5 kw; install directional ant. night and day (DA-1); make changes in ant. (increase height); make changes in ground system and install new trans. Announced Mar. 27.

CALL LETTERS ASSIGNED

KCEE Tucson, Ariz.—Associated Bcstrs. of Tucson, 790 kc. Changed from KRTU.

WBMK West Point, Ga.—Radio Valley Inc., 910 kc.

WAQE Towson, Md.—WTOW Inc., 1570 kc. Changed from WTOW, effective Apr. 1.

WMRC Milford, Mass.—Milford Bcstg. Corp., 1490 kc. Changed from WMOO.

WCBQ St. Helen, Mich.—Paul A. Brandt, 1590 kc. Changed from WWJE.

WBKN Newton, Miss.—East Central Bcstg. Co., 1410 kc. Changed from WEGA.

WJSO Jonesboro, Tenn.—Mountain View Bcstg. Co., 1590 kc.

KHHH Pampa, Tex.—Garrison-Huntley Enterprises, 1230 kc. Changed from KPAT, effective Apr. 1.

WKWS Rocky Mountain, Va.—Radio Franklin Inc., 1290 kc.

New Fm Stations

ACTIONS BY FCC

Columbus, Ind.—White River Bcstg. Co.—Granted 98.3 mc, .760 kw unl. P. O. address Carr Hill Rd., Box 469, Columbus Ind. Estimated construction cost $8,850, first year operating cost $2,500, revenue $2,500. Owner is **Findlay Publishing Co.** which also owns **WCSI Columbus, Ind.,** and **WFIN-AM-FM Findlay, Ohio.** Announced Mar. 20.

Lawrence, Mass.—Lawrence Bcstg. Co. (c/o George H. Jaspert, 9 Valley St.)—Granted 93.7 mc; 17.5 kw. Announced Apr. 2.

Cleveland, Ohio—Friendly Bcstg. Co.—Granted 106.5 mc, 16.5 kw U. P. O. address 2900 Tilden St., N. W., Washington. Estimated construction cost $28,000, first year operating cost $10,000 revenue

$10,000. Applicant is licensee of **WJMO Cleveland** and 100% stockholder in **WYOU** and **WACH-TV**, both **Newport News, Va.** Announced April 2.

Oklahoma City, Okla.—Carl E. (Evans) Williams—Granted 94.7 mc, 17 kw U. P. O. address 730 East Reno, Oklahoma City. Estimated construction cost $5,850, first year operating cost $15,400, revenue $37,375. **Mr. Williams,** sole owner, also owns **Williams Tv of Oklahoma City.** Announced April 2.

APPLICATIONS

San Diego, Calif.—Broadmoor Bcstg. Corp., 103.7 mc, 11.7 kw U. P. O. address U. S. Grant Hotel 326 Bdwy., San Diego. Estimated construction cost $12,500, first year operating cost $3,600, revenue $3,600. **Jack Gross,** sole owner, has been owner of **KXOC Chico, Calif.** Announced Apr. 1.

Lewiston, Me.—President and Trustees of Bates College*, 90.3 mc, 10 w. P. O. address Norman E. Ross, Bates College, Lewiston. Estimated construction cost $1,488, first year operating cost $300. **Bates** president is **Dr. Charles Phillips.** Announced Mar. 27.

Newark, N. J.—Newark Bcstg. Corp., 100.3 mc, 20 kw U. P. O. address 1225 Raymond Blvd., Newark. Estimated construction cost $16,650, first year operating cost $15,000, revenue to be included with am station. Applicant, which is licensee of **WVNF Newark,** is owned by **Evening News Publishing Co.** Announced Apr. 1.

Cleveland, Ohio—Moody Bible Institute of Chicago, 103.3 mc, 21.3 kw U. P. O. address 820 N. LaSalle St., Chicago 10, Ill. Estimated construction cost $22,269, first year operating cost $45,000. Expenses to be met by funds on hand plus donations. Applicant is non-profit organization. Announced Mar. 27.

Salem, Ohio—Russell C. Jones, 105.1 mc, 100 kw U. P. O. address 1090 Jones Drive, Salem. Estimated construction cost $36,725, first year operating cost $24,000, revenue $24,000. Sole owner **Jones** is in radio and tv sales, communication service, etc. Announced Mar. 27.

Existing Fm Stations

ACTIONS BY FCC

KDFC (FM) San Francisco Calif.—Granted SCA to engage in functional music operations on multiplex basis to Dec. 1, 1959. Announced Mar. 27.

WBNY-FM Buffalo, N. Y.—Is being advised that application for renewal of fm license and SCA indicates necessity of hearing. By separate letter, denied petition for waiver of Sect. 3.293 and dismissed application to permit functional music operation on simplex basis under temporary authorization. Announced Mar. 27.

Allocations

CHANNEL CHANGES

By orders, Commission amended Class B fm allocation plan as follows:

Added Ch. 243 to **Montrose, Pa.** This will facilitate action on pending application by **Montrose Bcstg. Corp.**

Added Ch. 247 to **Southern Pines, N. C.,** as requested by **Sandhill Community Bcstrs. Inc. WEEB Southern Pines,** which proposes to file application.

Substituted Ch. 271 for Ch. 223 in **Decatur, Ala.,** effective Apr. 2. Change was requested by **North Alabama Bcstg. Co. (WHOS-FM) Decatur,** in order to eliminate interference in that area caused by its operation on Ch. 223 to **WBRC-TV** (Ch. 6), **Birmingham.** Substitution of channels involves no objectionable interference problem and can be made without proposed rule making procedure.

Added Ch. 299 to **Redwood City, Calif.** effective May 2, as requested in application by **James Frank;** denied petition by **Patrick Henry** to assign channel to **Oakland,** and implied opposition by **Grant R.** and **Fay M. Wrathall** in an application for channel in San Francisco.

By order, Commission granted request by **Musical Isle Bcstg. Co.** to withdraw proposal to amend Class B fm allocation plan by adding Ch. 264 to **Santa Catalina Island, Calif.,** and terminated proceeding. Announced Mar. 27.

By order, Commission amended fm Class B allocation table to substitute Ch. 251 for Ch. 223 in **San Diego, Calif. Los Tres Diablos Bcstrs.** proposes to amend its application for new fm station there accordingly. Announced Mar. 27.

PROPOSED CHANNEL CHANGES

Commission invited comments by May 2 to the following proposals to amend Class B fm allocation plan:

To add Ch. 226 to **Hayward, Wis.,** as requested by WJMC, Inc.

To add Ch. 236 to **Ventura,** substitute Ch. 260 for Ch. 236 in **Santa Barbara** and Ch. 223 for Ch. 260 in **San Luis Obispo,** all California. Purpose of amendment is to make Ch. 236 available in Ventura as requested in application by **Tri-Counties Public Service Inc.**

Commission invites comments by Apr. 25 to proposed rule making to amend Class B fm allocation plan by substituting Ch. 245 for Ch. 273 in **Santa Rosa, Calif.,** and adding the latter to Sacramento as requested in an application of **Dale W. Flewelling.** Announced Mar. 27.

Commission invites comments by Apr. 25 to proposed rule making to amend Class B fm allocation plan by adding Ch. 233 to **Sacramento, Calif.,** as requested in a petition and an application of **KROY Inc.**

Commission invites comments by Apr. 25 to proposed rule making to amend Class B fm allocation plan by deleting Ch. 290 from **Washington D. C.,** and adding it to **Woodbridge, Va.,** as requested in application of **S & W Enterprises Inc.** Announced Mar. 27.

CALL LETTERS ASSIGNED

KDOG (FM) La Habra, Calif.—William E. Clark, 95.9 mc.

KITT (FM) San Diego, Calif.—Music Unlimited. Changed from KDFR (FM), effective May 1.

KEYM (FM) Santa Maria, Calif.—Santa Maria Bcstg. Co., 99.1 mc.

KFRG-FM Newton, Kan.—George Basil Anderson, 96.7 mc.

WSID-FM Baltimore, Md.—United Bcstg. Co. of Eastern Md., 92.3 mc.

WFMD-FM Frederick, Md.—Monocacy Bcstg. Co., 99.9 mc.

WSCB (FM) Springfield, Mass.*—President and Trustees of Springfield College, 88.9 mc.

WIBM-FM Jackson, Mich.—Booth Bcstg. Co., 94.1 mc.

WCUE-FM Akron, Ohio—Akron Bcstg. Corp., 96.5 mc.

KRRC (FM) Portland, Ore.*—Reed Institute, 89.3 mc.

WKRZ (FM) Oil City, Pa.—WKRZ Inc., 98.5 mc.

KHMS (FM) El Paso, Tex.—H-M Service Co., 94.7 mc.

Ownership Changes

ACTIONS BY FCC

KTUC Tucson, Ariz.—Granted transfer of control from **Lee Little** to **C. Van Haaften, Robert Lebsock** and **Gertrude** and **E. W. Krampert;** consideration $160,000. Announced Apr. 2.

KPAX (FM) San Bernardino, Calif.—Granted assignment of cp to **Sherrill C. Corwin;** consideration $1,730 for repayment of expenses. Mr. Corwin, who is vice president and 11% owner of KPAX has interests in **KAKE-AM-TV Wichita, Kan.; KBAY-TV** and **KBAY (FM) San Francisco,** and **KFMX (FM) San Diego, Calif.** Announced Mar. 27.

WPEG Arlington, Fla., WDAT South Daytona, Fla.—Granted assignment of licenses to **Harold E.** and **Helen W. King** d/b as **Regional Bcstg. Co. (KGHI Little Rock, Ark.,** and **WTHR Panama City Beach, Fla.**); consideration $160,000 ($80,000 for each station). Announced Apr. 2.

CORRECTION

In reporting the application for assignment of license of KUJ Walla Walla, Wash., from KUJ Inc. to Emmerson Broadcasters Inc., BROADCASTING reported that Mr. and Mrs. Vernon W. Emmerson, the prospective owners, hold a 51% interest in KENL Arcata, Calif. The Emmersons sold their KENL interest in 1957 to Humboldt Broadcasters Inc.

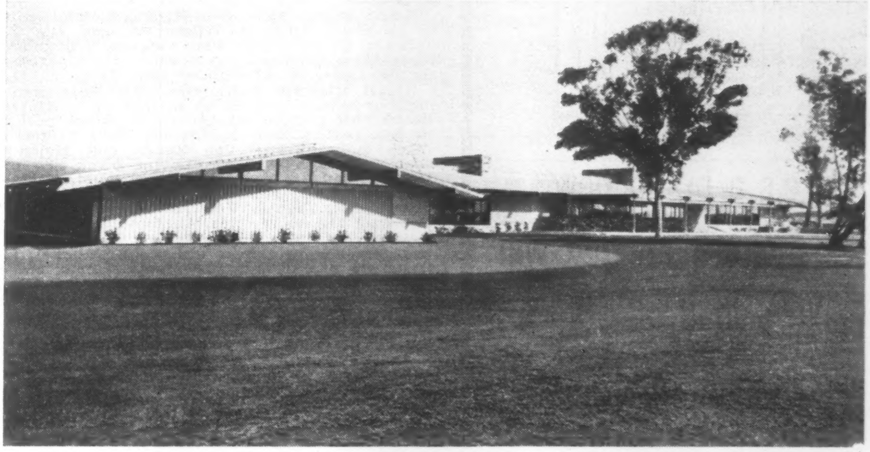
WGGG Gainesville, Fla.—Granted assignment of license from **Thompson K. Cassel** to **Radio Gainesville Inc.** for $116,000. Seller will retain 25% interest and remain as president of purchasing corporation. Mr. Cassel's other broadcast interests: **WTVE Elmira** (35%), **WTKO Ithaca** (52%) and **WACK Newark** (15%), all **New York, WCHA-AM-FM Chambersburg** (25.85%), **WBRK Berwick** (33.3%) and **WATS Sayre** (100%), all **Pennsylvania.** Other owners of Radio Gainesville are **Harry R. Playford** and **Ed C. Wright** (each 37½%). Messrs. Playford and Wright each own 25% of **WNVY Pensacola, Fla.** Announced Mar. 27.

KIPA Hilo, Hawaii—Granted (1) transfer of control from **Aloha Bcstg. Co. Ltd.,** to **Bryson Ross Gardner** (acquired 57.61% of stock with $5,000 bid at sheriff's sale—transferor is insolvent), and (2) renewal of license for period ending Feb. 1, 1960. Announced Apr. 2.

WABL Amite, La.—Granted assignment of license from **Louis Alford, Phillip D. Brady** and **Albert Mack Smith** to **Charles Webman Fitz** and **Dr. R. R. Rose,** d/b under the same name; consideration $22,500. Announced Apr. 2.

WEND Baton Rouge, La.—Granted transfer of control from **W. Reece Sullivan,** et al., to **Paul A. D'Antoni, James Dowdy** and **Don Patridge;** consideration $100,000. Transferees own **WGLC Centerville, Miss.** Announced Mar. 27.

WTIX New Orleans, La.—Granted (1) assignment of license to **Orleans Parish School Board** and (2) waived Sec. 3.71 of rules to extent of



LOS COYOTES COUNTRY CLUB • BELLEHURST, CALIFORNIA

BROADCASTING MAGAZINE
GOLF TOURNAMENT APRIL 28 (Monday)

BROADCASTING's annual NAB golf tournament will be held April 28 (Monday) at the new Los Coyotes Country Club, approximately 30 minutes from downtown Los Angeles. This 18-hole, 6,655-yard course is a par 72 championship layout. The popular blind bogey handicap system (maximum handicap 30) will be used.

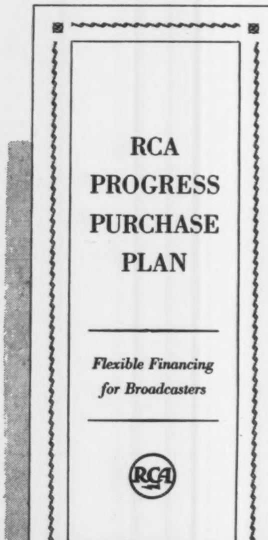
BROADCASTING will provide silver trophies to the low gross and low net winners. Several Los Angeles stations will donate other prizes (last year there were 27 individual prizes). Tee-off time 9 A. M.

Free bus leaves Biltmore Hotel at 8:30 A. M. Returns 3 P. M.

Buffet luncheon and 19th hole party given by BROADCASTING.

MAKE YOUR RESERVATIONS TODAY WITH YOUR NEAREST BROADCASTING OFFICE.

Planning a Radio Station?



RCA
PROGRESS
PURCHASE
PLAN

Flexible Financing for Broadcasters

Here's a brand new financing plan that will take a load off your pocketbook and speed you on your way to station ownership!

FOR ADDITIONAL INFORMATION, WRITE TO RCA, DEPARTMENT E-22, BUILDING 15-1, CAMDEN, N. J.

RADIO CORPORATION of AMERICA

Tmk(s) ®

permitting station to operate minimum of 5 hours daily, 5 days a week, until Oct. 1. Reasons given for assignment are that assignor is disposing of WTIX, as gift, in order to purchase **WWEZ New Orleans;** Orleans Parish School Board will utilize WTIX "to supplement teaching in classrooms by use of radio during school hours and further cultural development of community at large by offering educational programs during evening hours." Temporarily reduced operating hours are needed in order to get started. WTIX is licensed commercially (there is no separate am educational broadcast service). Announced April 2.

WWEZ New Orleans, La.—Granted assignment of license to **Mid-Continent Bcstg. Co.**; consideration $490,000; conditioned to Mid-Continent first disposing of **WTIX New Orleans.** Mid-Continent is also licensee of **WHB Kansas City; WDGY Minneapolis,** and **WQAM Miami.** Annouced April 2.

KFBB, KFBB-TV Great Falls, Mont.—Granted transfer of control from **J. P. Wilkins,** et al., to **Cascade Service Inc.** (49.982% owned by **Z Net,** owner of **KXLF Butte, KXLL Missoula, KXLQ Bozeman, KXLJ** and **KXLJ-TV Helena,** and **KXLK Great Falls, all Montana,** and 49.982% by **Idaho Radio Corp.,** licensee of **KID** and **KID-TV Idaho Falls, Idaho);** consideration $600,000; conditioned that (1) transfer not be consummated until transfer of KXLK Great Falls, from Z Net to **Pat M. Goodover,** approved by Commission on Mar. 5, is consummated or until some other appropriate disposition is made of interest of Z Net in **Great Falls Bcstg. Co.,** licensee of KXLK, and (2) within 60 days after consummation of instant transfer, Z Net shall dispose of interest in note executed by Pat M. Goodover in connection with purchase of KXLK. Announced April 2.

WHED Washington, N. C.—Granted assignment of licenses to **John P. Gallagher** (interest in **KDUB** and **KDUB-TV Lubbock, Tex.);** consideration $5,000. Announced April 2.

WATV (TV) (ch. 13), **WAAT, WAAT-FM Newark, N. J.**—Granted transfer of control from **Irving R. Rosenhaus,** et al., to **National Telefilm Assocs. Inc. (KMSP,** formerly **KMGM-TV** [ch. 9] **Minneapolis, Minn.);** consideration $2,550,000 for stock plus $988,000 for consultants' services and agreements not to compete; grant is without prejudice to whatever action Commission may deem appropriate in light of any determinations in United States v. National Telefilm Assocs. Inc., and Standard Radio & Tv Co. v. Chronical Publishing Co., et al. Announced Mar. 31.

KLPR Oklahoma City, Okla.—Granted assignment of license from **Byrne Ross** to **Big Chief Bcstg. Co. Inc. (Lovelle Morris [Jack] Beasley,** president); consideration $150,000. Announced April 2.

KAJO Grants Pass, Ore.—Granted assignment of cp from **James O. Wilson Jr.,** and **Jim T. Jackson,** to same plus **Phil Jackson,** d/b under same name; consideration $6,000 by third partner for 50% interest. Announced Mar. 27.

KLAD Klamath Falls, Ore.—Granted assignment of license from **Philip D. Jackson** to **KLAD Bcstrs.,** for $172,000. KLAD Bcstrs. is owned by **Burton Levine, Rose L. Lerner, Myer Feldman** (each 30%), **Bessie Von Zamft** and **Melanie Thurman** (each 5%). Mr. Levine owns 40% of **WROV Roanoke, Va.,** and 32% of **KOMA Oklahoma City.** Mr. Feldman owns 17% of KOMA. Rose Lerner, Bessie Von Zampft and Melanie Thurman are housewives. Announced Mar. 27.

WESC-AM-FM Greenville, S. C.—Granted transfer of control from **Christie K. Mitchell** to **Bcstg. Co. of Carolinas (Robert A. Schmid,** president); consideration $267,000. Announced Mar. 27.

KIRT Mission, Tex.—Granted assignment of license from **Robert F.** and **R. F. Pool Jr.,** to **KIRT Inc. (Pools, R. V. Jensen** and **L. O. Austin);** consideration $18,000 for 51% interest. Announced Mar. 27.

KPAT Pampa, Tex.—Granted assignment of license from **Eldon B. Mahon,** et al., to **Bobby Dean Garrison** and **Hanchey Hugh Huntley,** d/b as **Garrison-Huntley Enterprises;** consideration $42,000. Announced Mar. 27.

KWIC Salt Lake City, Utah—Granted assignment of license to **Curtis** and **wife Muriel** and **Marvin R.** and **Carrol R. Curtis,** d/b as **Sugarhouse Bcstg. Co.;** consideration $9,961 for 50% interest. Announced Mar. 27.

KMEL Wenatchee, Wash.—Granted assignment of license from **Mark A. Sorley, Stuart S. Maus** and **E. M. Stires** to **Frontier Bcstg. Co. (John E. Goslin** and **Craig R. Laurence Jr.);** consideration $70,000. Announced Mar. 27.

WMTV (TV) Madison, Wis.—Granted assignment of license to **Forward Tv Inc. (Lee P. Loomis,** president); consideration $339,333. Stock of Forward is owned by **Lee Radio Inc.** (51%), licensee of **KGLO-AM-FM-TV Mason City, Iowa,** and **Lee Bcstg. Inc** (49%), licensee of **WTAD Quincy, Ill.,** and **KHQA-TV Hannibal, Mo.** Announced April 2.

APPLICATIONS

KTKN Ketchikan, Alaska—Seeks assignment of license from **Robert C. Mehan** to **Midnight Sun Bcstg Co.** for $50,000. **Midnight Sun** agrees to cease operation of its present Ketchikan station **(KABI)** if application is granted. Other Midnight Sun stations: **KFAR-AM-TV Fairbanks** and **KENI-AM-TV Anchorage,** both **Alaska.** Announced April 2.

WHCN (FM) Hartford, Conn.—Seeks relinquishment of positive control of licensee corporation **(Concert Network Inc.)** by **T. Mitchell Hasting Jr.** through sale of 2,500 shares (12.01%) to **Clement M. Burnhome** for $18,750. Mr. Hastings' ownership will be reduced to 41.72%. Mr. Burnhome, except for assisting with **Concert** sales organization activities, is retired. Other Concert Network stations: **WBCN (FM) Boston, Mass.; WNCN (FM) New York City,** and **WXCH (FM) Providence, R. I.** Announced Mar. 28.

WBIL Leesburg, Fla.—Seeks acquisition of positive control of licensee corporation **(WBIL Inc.)** by **Duane F. McConnell** through purchase of one-third from **Clyde T. Hodgson** for $4,000. New ownership arrangement: Mr. McConnell, two-thirds, Mr. Hodgson, one-third. Mr. McConnell formerly owned one-third of **WONN Lakeland, Fla.** Announced Mar. 28.

WPFA Pensacola, Fla.—Seeks assignment of license from **Jermome O'Connor** to **Edwin H. Estes** for $85,000. Mr. Estes is licensee of **WMOZ Mobile** and **WEDR Birmingham,** both **Alabama.** Announced Mar. 28.

WJBC-AM-FM Bloomington, Ill.—Seeks transfer of negative control of licensee corporation **(Bloomington Bcstg. Corp.)** from **Leslie C. Johnson** as individual through transfer of one share to Leslie C. Johnson as voting trustee. General Manager **Vernon A. Nolte** will be beneficial owner of that share and has option to buy more. Announced April 1.

WEFM (FM) Chicago, Ill.—Seeks assignment of license from **Zenith Radio Corp.** (Ill.) to **Zenith Radio Corp.** (Del.). Corporate change. Former will merge into latter. Announced Mar. 28.

WGES Chicago, Ill.—Seeks assignment of license from **John A. Dyer, Vivian I. Christoph, Elizabeth M. Hinzman, Evelyn M. Dyer, William F. Moss, Martha D. Curtis, Mary J. Weller, Patricia D. Fort, Helen M. Kennedy, William R. Moss, G. William Christoph** and **Barbara L. Green d/b as Radio Station WGES** to all of above except **William F. Moss,** who has died and left his 2.5% to **William R. Moss,** his son, whose ownership is thus increased to 5%. Announced April 1.

WLAP-AM-FM Lexington, Ky.—Seeks assignment of license from **Community Bcstg. Co.** to

Midwest
$125,000.00

A solid property in a sizable single-station market. Showing profit now and has growth potential for an owner-operator. Good assets. Terms can be arranged.

Florida
$70,000.00

Daytimer with outstanding potential. Present low-cost operation produces some profit. Easy terms with an unusually low down payment.

Exclusive with

Blackburn & Company

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Building
STerling 3-4341

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Healey Building
JAckson 5-1576

CHICAGO
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Financial 6-6460

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
*Member AFCCE **

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
*Member AFCCE **

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. Pilgrim 6-3000
Laboratories, Great Notch, N. J.
*Member AFCCE **

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
*Member AFCCE **

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
*Member AFCCE **

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
*Member AFCCE **

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
*Member AFCCE **

Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
*Member AFCCE **

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
*Member AFCCE **

L. H. CARR & ASSOCIATES
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
*Member AFCCE **

PAGE, CREUTZ, STEEL & WALDSCHMITT, INC.
Communications Bldg.
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
*Member AFCCE **

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
*Member AFCCE **

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
LAKESIDE 8-6108
*Member AFCCE **

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
*Member AFCCE **

LYNNE C. SMEBY
CONSULTING ENGINEER AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington, D. C.
Executive 3-1230 Executive 3-5851
*Member AFCCE **

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3802 Military Rd., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone STate 7-2601
*Member AFCCE **

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
BOX 68, INTERNATIONAL AIRPORT
SAN FRANCISCO 28, CALIFORNIA
DIAMOND 2-5208

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

Vandivere & Cohen
Consulting Electronic Engineers
610 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.
*Member AFCCE **

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
*Member AFCCE **

J. G. ROUNTREE, JR.
5622 Dyer Street
EMerson 3-3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
1316 S. Kearney Skyline 6-1603
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666

A. E. TOWNE ASSOCS., INC.
TELEVISION and RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

LOWELL R. WRIGHT
Aeronautical Consultant
serving the radio & tv industry
on aeronautical problems created
by antenna towers
Munsey Bldg., Wash. 4, D. C.
District 7-1740
(nights-holidays telephone
ELmwood 6-4212)

PETE JOHNSON
CONSULTING ENGINEERS
KANAWHA HOTEL BLDG PHONE:
CHARLESTON, W. VA. DI. 3-7503

MERL SAXON
Consulting Radio Engineer
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

COLLECTIONS
For the Industry
ALL OVER THE WORLD
TV—Radio—Film and Media
Accounts Receivable
No Collection—No Commissions
STANDARD ACTUARIAL WARRANTY CO.
220 West 42nd St., N. Y. 36, N. Y.
LO 5-5990

*Member AFCCE **

WLAP Radio Inc. for $227,500. Initially, **John B. Poor** will be sole owner but **Frederic Gregg Jr.** has option to buy 20%. Mr. Poor is vice president and director of **RKO Teleradio Pictures Inc.** Mr. Gregg is one-third owner of **WKXP-TV Lexington.** Announced Mar. 27.

KDOT Reno, Nev.—Seeks assignment of license from **Radioreno Inc.** to **John L. Breece** for $80,000. Mr. Breece previously owned **KATI Casper** and one-third of **KOVE Lander,** both **Wyoming.** Announced Mar. 27.

WLOS-TV Asheville, N. C.—Seeks transfer of positive control of licensee corporation **(Skyway Bcstg. Co.)** from **Charles B., Henry Joe** and **Joe H. Britt, Julia L. Stamberger** and **Harold K. Bennett** to **WTVJ Inc.** for $277,940. Transferee will thus increase ownership from 36.9 to 72.1%. Announced Mar. 28.

KWAT Watertown, S. D.—Seeks assignment of license from **C. W. Murchison Jr.** and **John D. Murchison** d/b as **Midland Nat'l. Life Bcstg. Co.** to **Lee V. Williams Jr.** tr/as **Midland Nat'l. Life Bcstg Co.** for $113,903. Mr. Williams is in manufacturing, real estate, etc. Announced April 1.

WTRO Dyersburg, Tenn.—Seeks assignment of license from **Hamilton Parks, Franklin Pierce and Fred Childress** d/b as **Southern General Bcstg. Co.** to **Hamilton Parks** and **Franklin Pierce** d/b as **Southern General Bcstg. Co.** Mr. Childress will receive $4,000 for his 10%. New ownership arrangement: Mr. Parks (75%), Mr. Pierce (25%). Announced Mar. 28.

WIVK Knoxville, Tenn.—Seeks assignment of license from **James A.** and **Marilyn M. Dick** d/b as **Dick Bcstg. Co.** to **Dick Bcstg. Co. Inc.** Corporate change. No control change. Announced Mar. 27.

KLLL Lubbock, Tex.—Seeks assignment of license from **Radio Station KLLL Inc.** to **H. E., Glenn E.** and **Ray Corbin** d/b as **Corbin Bcstg. Co.** for $150,000. H. E. Corbin has been in farming. His sons are announcer-salesmen—Glenn, with **KTFY Brownfield, Tex.,** Ray with **KHOB Hobbs, N. M.** Announced April 2.

KANN Sinton, Tex.—Seeks assignment of license and cp from **San Patricio Bcstg Co.** to **Howard W. David** for $64,108. Mr. David also owns **KMAC** and **KISS,** both **San Antonio.** Announced Mar. 28.

KUTV (TV) Salt Lake City, Utah—Seeks assignment of license from **Utah Bcstg. and Tv Corp.** to **KUTV Inc.** Corporate change. No control change. Announced April 1.

WTRW Two Rivers Wis.—Seeks transfer of control of licensee corporation **(Two Rivers Bcstg. Co.)** from **Francis** and **Cleo Schmitt** and **Don A. Olson** to **WTRW Inc.** for $35,000. New owner will be **Kenneth A. Daum** (89.93%) and others. Mr. Daum is salesman with **WBKV West Bend, Wis.** Announced April 2.

Hearing Cases

FINAL DECISIONS

By Order of April 2, Commission made effective immediately initial decision of Feb. 24 and granted application of **Signal Hill Telecasting Corp.** for mod. of cp to operate station **KTVI** on ch. 2 instead of ch. 36 in **St. Louis, Mo.,** subject to any future action by Commission concerning minimum mileage separation requirements on ch. 2 between site specified by Signal Hill in St. Louis and proposed sites at **Terre Haute, Ind.**; dismissed as moot interlocutory pleadings by **Louisiana Purchase Co.** and Signal Hill; and denied petition by **Reverand Bill Beeny** to reopen record. Signal Hill was in comparative proceeding with application of Louisiana Purchase for new station, but they entered into agreement **for latter to acquire interest in Signal Hill,** and Louisiana Purchase dismissed its application.

By declaratory ruling of same date, Commission, on joint motion by **Wabash Valley Bcstg. Corp. (WTHI-TV), Cy Blumenthal** and **Illiana Telecasting Corp.,** applicants for ch. 2 in **Terre Haute,** declared that mileage separation requirement of Sect. 3.610(b) will be waived insofar as it would apply to trans. locations at Terre Haute and St. Louis, to permit (1) grant of an application to locate trans. for ch. 2 operation in the Terre Haute ant. farm area at a location therein to be approved by Commission and (2) grant of application of Signal Hill for operation on ch. 2 at site specified in above order.

By memorandum opinion and order of April 2, Commission denied petition by **Dixon Bcstg. Co., Dixon, Ill.,** for review of ruling of examiner which granted petition by **Russell G. Salter** for leave to amend his application for new am station in Dixon, Ill. to operate on 1460 kc D, with 1 kw DA in lieu of 500 w non-DA, and which removed application from hearing and returned to processing line. Dixon Bcstg. Co. now has pending competing application.

By memorandum opinion and order of Apr. 2, Commission granted petition by **WKBW-TV Inc.,** for review of adverse ruling of examiner and permitted that company to change trans. site, ant. height and power, and make other necessary engineering and financial changes in its application for new tv station to operate on ch. 7 in **Buffalo, N. Y.,** which is in consolidated hearing with **Great Lakes TV Inc.,** and **Greater Erie Bcstg. Co.**

By memorandum opinion and order of April 2, Commission granted petitions by **Western Empire Bcstrs (KRNO) San Bernardino, Calif.,** and **Ben S. McGlashan (KGFJ) Los Angeles,** for reversal of ruling by Chief Hearing Examiner, and permitted KRNO and KGFJ to intervene in proceeding on application of Pierce Brooks Bcstg. Corp. to increase daytime power of station KGIL San Fernando, from 1 kw to 5 kw.

By decision of March 26, Commission granted application of **Manchester Bcstg. Co.** for new am station to operate on 1230 kc, 250 w, U, in Manchester Conn., and denied competing applications of **Regional Bcstg. Co., East Hartford, Conn.,** and **Brothers Bcstg. Corp., Hartford, Conn.** Initial decision of Aug. 3, 1956, proposed this action.

By memorandum opinion and order, Commission dismissed petition by **Red River Bcstg. Co. (KDAL-TV Ch. 3), Duluth, Minn.,** for reconsideration and rehearing directed against Jan. 8 grants of (1) assignment of cp of **WJMS-TV,** Ch. 12, **Ironwood, Mich.,** from **Upper Michigan-Wisconsin Bcstg. Co. Inc.,** to **Lake Superior Bcstg. Co.,** for use as a satellite to latter's station **WDMJ-TV** Ch. 6, **Marquette, Mich.,** (2) extension of time to construct **WJMS-TV,** and (3) cps for private tv intercity relay system for off-the-air pickup of programs of **WDMJ-TV** for broadcast **WJMS-TV.** Announced April 2.

INITIAL DECISION

Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of application of **John Bozeman** for new am station to operate on 900 kc, 250 w, DA, D, in Wichita, Kan. Announced Mar. 28.

OTHER ACTIONS

By letter, advised **B. F. J. Timm** president and 100% stockholder of **WDMG Inc.,** that application for mod. of cp to increase daytime power of **WDMG Douglas, Ga.,** is being placed in Commission's pending file, and will be held without action pending final determination of proceedings on his application for cp for new station to operate on 1010 kc 50 kw, DA, D, in **Lakeland, Fla.** Announced Mar. 27.

By order of Mar. 26, Commission granted motion by **Port City Tv Co. Inc.,** to dismiss its application for new tv station to operate on Ch. 18 in **Baton Rouge, La.,** but dismissed it with prejudice. Initial decision of Nov. 1, 1957, proposed grant of cp. Port City had been in comparative proceeding with **Bayou Bcstg. Corp.** but, by mutual arrangement, Bayou previously dismissed its application.

By order of Mar. 26, Commission granted motion by **Wrather-Alvarez Bcstg. Inc.,** to dismiss petition to enlarge issues in proceeding on application for extension of time to construct station **KYAT** (Ch. 13) **Yuma, Ariz.**

Commission on April 2 directed preparation of documents looking toward:

Affirming May 14, 1954 grant of application of **WJR, Goodwill Station Inc.,** for new tv station **(WJRT)** to operate on Ch. 12 in **Flint, Mich.** as modified by application filed Dec. 16, 1954 changing trans. site, programming, etc. May 14, 1954 decision denied competing applications of **Trebit Corp.** and **W. S. Butterfield Theatres Inc.** Supplemental initial decision of Sept. 12, 1957 proposed this action.

Denying protests by **Lake Huron Bcstg. Corp. (WKNX-TV Ch. 57) Saginaw, Inland Bcstg Co. (WTOM-TV,** Ch. 54), **Lansing,** and **Sparton Bcstg. Co. (WWTV** Ch. 13) **Cadillac,** all Michigan, and affirming April 14, 1955 grant to WJR, Goodwill Station Inc., for mod. of cp of station WJRT (Ch. 12), Flint, Mich. to move trans. site from point southeast of Flint **(Clarkston)** to point northwest of Flint **(Chesaning),** make ant. changes and change studio location in Flint. Supplemental initial decision of April 5, 1956 proposed this action.

Taking following actions in **Parma-Onondaga, Mich.,** Ch. 10 proceeding: granting petition by **Booth Radio & Tv Station Inc.,** to amend its application to change name to **Booth Bcstg. Co.**; granting petitions by **Jackson Bcstg. & Tv Corp.** to amend its application and to reopen record for limited purpose of showing that **Donald M. Teer,** director and stockholder, died on Jan. 18 and **National Bank of Jackson** and **Paula Teer** (widow) have been named co-executors and **Don T. McKone** was elected on Mar. 6 to fill vacancy on board of directors; and granting joint request by **Triad Tv Corp.,** Booth and Jackson for increase of time from 20 to 30 minutes allowed each applicant for oral argument scheduled for April 21. Other applicants in proceeding are **Tv Corp. of Mich. Inc.,** and State Board of Agriculture.

Commission on Mar. 26 directed preparation of document looking toward conditional grant of application of **Radio Columbus Inc.,** to change facilities of **WDAK Columbus, Ga.,** from 1340 kc, 250 w, U, to 540 kc. 500 w-N 5 kw-LS, DA-N denial of application of **Southeastern Bcstg. System** for new station on 540 kc, 5 kw, D, in Macon, Ga.; retaining in hearing status applications of **James A. Noe** for change of facilities of **KNOE Monroe, La.,** from 1390 kc, 5 kw, DA-N, U, to 540 kc, 1 kw-N, 5 kw-LS, DA-2 and **B. J. Parrish** for new station on 540 kc, 1 kw, D in **Pine Bluff, Ark.,** and remanding this portion of proceeding to examiner for purpose of obtaining additional information as to operation of **XEWA** in **San Luis Potosi, Mexico,** and making **Radio Columbus** party respondent thereto. Announced Mar. 27.

FM SIMPLEX FUNCTIONAL MUSIC EXTENSIONS

By order, Commission, on its own motion, further waived Sect. 3.293 of rules to permit following fm stations to continue functional music operation on simplex basis to May 12: **KDFC San Francisco, Calif.; WBFM New York, N. Y.; KFMU Los Angeles, Calif.; KUTE Glendale, Calif.; WDDS-FM Syracuse, N. Y.; WEAW-FM Evanston, Ill.; WLDM Oak Park, Mich.; WNAV-FM Annapolis, Md.; WMUZ Detroit. Mich.; WKJF Pittsburgh, Pa.; KDFR San Diego Calif.** By separate actions, extended similar operation of **WHOO-FM Orlando, Fla.,** to May 12, and **KING-FM Seattle, Wash.,** to Oct. 1. Announced Mar. 27.

Routine Roundup

PETITIONS FOR RULE MAKING FILED

American Telephone and Telegraph Company, New York, N. Y.—Petition requesting amendment of rules so as to make available certain frequencies between 5000 kc and 25000 kc for assignment to Class I coast stations in vicinity of **Miami, Fla.,** and to ship stations. Announced Mar. 28.

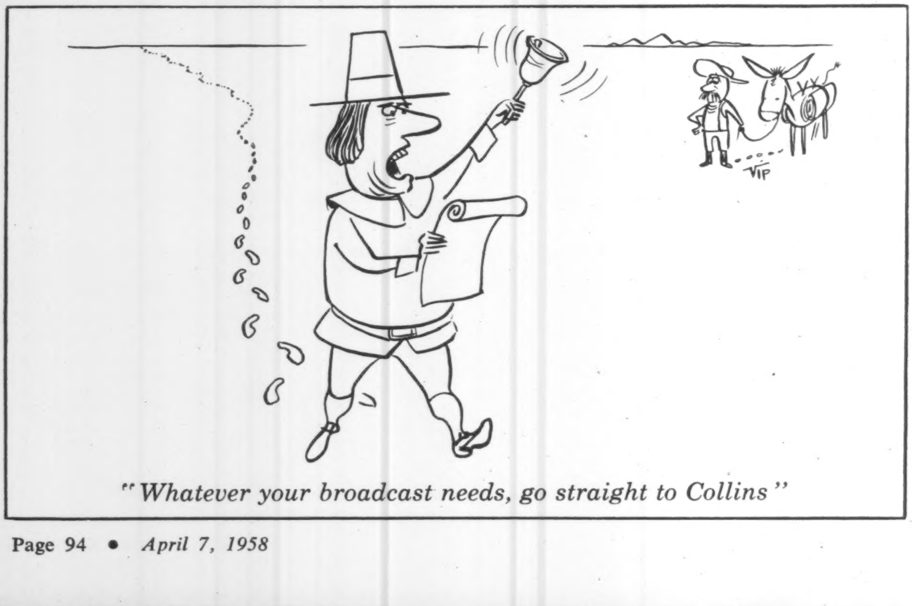
Paul E. Johnson, Mount Airy, N. C.—Petition requesting amendment of rules so as to assign Ch. 2 to Mount Airy, N. C., and make following changes: (1) Change Ch. 2 in Greensboro, N. C., to Ch. 8; (2) Change Ch. 8 in **Florence, S. C.,** to Ch. 13; (3) Assign Ch. 8 to **Charleston S. C.,** as educational station; and (4) Delete Ch. 2 from **Sneedville, Tenn.,** and assign Ch. 55 to same. Announced Mar. 28.

Springfield Tv Bcstg. Corp., Springfield, Mass.—Petition requesting institution of rule making looking toward amendment of table of assignments by allocating Ch. 76 to **Concord, N. H.,** and Ch. 69 to **Bennington, Vt.,** with attendant other channel changes, as follows: delete Ch. 75 from Concord and add Ch. 76 to same; and delete Ch. 74 from Bennington, and add Ch. 69 to same. Announced Mar. 28.

PETITIONS FOR RULE MAKING DENIED

Plains Tv Corp., Springfield, Ill.—Petition requesting that rule making proceedings be insti-

Continues on page 99


VIP
"Whatever your broadcast needs, go straight to Collins"

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Looking for young man who wants to learn radio business. Some college preferred. Send photo, tape and resume to T. C. Hooper, WQOK, P. O. Box 298, Greenville, S. C.

Management

Proven manager-salesman, to invest in and manage successful music-news-indie, excellent market, solid deal, mountain west, unlimited potential, opportunity. Requires $25,000 down, balance on time. Box 726D, BROADCASTING.

Midwest independent radio station looking for alert, experienced, program director to supervise radio operation. Excellent working conditions. Send complete info to Box 771D, BROADCASTING.

Independent radio station, central US, desires strong, aggressive man to serve as station manager. Good operation. Excellent working facilities. Write Box 775D, BROADCASTING.

Account executive for Nation's top-rated negro station. Must be sales executive type, potential manager. Send photo, resume, references. Confidential. John McLendon, Ebony Radio Group, Box 2667, Jackson, Miss.

Sales

Local sales manager wanted at 5000 watt NBC affiliate in competitive midwest city of 55,000. Weekly salary $110.00, plus percentage on sales. Detail your experience and include picture with first letter. Box 643D, BROADCASTING.

Michigan 1 kw network affiliate. Salesman or woman-experienced. Draw and commission. No floaters or hotshots. Box 686D, BROADCASTING.

Excellent spot St. Paul-Minneapolis independent for man with proven sales ability. $100 guarantee with top future. Box 742D, BROADCASTING.

St. Louis staff expansion provides opportunity for two men. One position for commercial manager to handle local sales and St. Louis national sales for negro radio group. Another position for top-flight salesman for 5 kw negro station with chance of promotion in established chain. Send background, photo, salary and billing summary to Bob Lyons, Manager, KATZ, Arcade Building, St. Louis, Missouri.

Time salesman for growing market. Fifteen percent against liberal draw and travel allowance. Airmail full details to KFRD, Rosenberg, Texas.

We have a good job for a good salesman. Write own copy. KWIL, Albany, Oregon.

Chicago excellent opportunity for man with outstanding radio sales record to earn well into 5 figure income. Good prospects for promotion to even bigger job. In chain of 8 radio-tv stations. Send photo and history of billings and earnings to Tim Crow, Rollins Broadcasting, Inc., 414 French Street, Wilmington, Delaware.

Announcers

Negro. Religious disc jockey. Florida metropolitan market. Established station. Need experienced man who can take direction and fit into modern station operation. Send tape and letter to Box 590D, BROADCASTING. None returned.

Florida. Need experienced personality pop dj. Above average salary. Promotion minded station. Send tape, background. Box 721D, BROADCASTING.

Solid announcer for fast-rising west Texas independent programming to adults, need 1st phone. Engineering secondary. Good starting salary and excellent advancement possibilities. Send tape and resume. Box 744D, BROADCASTING.

Metropolitan top-rated modern programming station needs young, fast-paced, sharp production, live-wire announcer. Top station of one of nation's leading chains. Rush tape, background. information. Box 746D, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

I need a good versatile announcer who has had a minimum of five years experience who would like to settle down and become a permanent member of a congenial staff, who is interested in earning a good salary along with fringe benefits, who has the warmth and friendliness to attract an adult audience, who would be happy in a single station city of 15,000 and not yearn for the bright lights of the big city, who would become an integral part of the civic and religious life of the community, who is married and has a high sense of moral values, who would take pride in being part of an outstanding radio station and who would cheerfully do his job in a manner to reflect credit to himself and the station. The salary is open but probably would be in the neighborhood of $440 per month. A personal interview is necessary. Contact Jim Lipsey, KNCM, Moberly, Missouri.

KBKC, modern radio for Kansas City, needs a good experienced announcer. KBKC offers many benefits plus an ideal place to live. Send tape, pictures and full details immediately to 436 West 47th, Kansas City, Missouri.

Solid opportunity for really capable announcer with first phone at 5000 watt full time regional. No engineering duties. Three years announcing experience absolute minimum. We have lost a man to the service, so call Jim Jae, at KHMO, Hannibal, Missouri and let's discuss how you can insure your future in radio.

Announcer with first class ticket. Heavy on the announcing. Transportation required. Chief Engineer, KMUS, Muskogee, Oklahoma.

KVWM, Show Low, Arizona, in beautiful high forest country, new station, adding to staff—seeks good, dependable announcer. Rush resume and tape.

Morning man. First phone. No maintenance. Busy shift. Must be smooth operator. No comedians. KWIL, Albany, Oregon.

KWTX-radio needs experienced announcer-newsman strong on local news presentation from mobile units who can do strong fast-moving personality music program. Only experienced radio men need apply who are sharp on general staff work including music, news, interviews, sports color and ability to sell on the air with a warm personality. Send tape, picture to Program Director, KWTX, Waco, Texas.

Newsman-announcer wanted by top-rated music and news independent for expanding news department. Must be experienced in gathering, writing, editing and broadcasting local news. Some deejay work, but mostly news. Send tape, photo, resume and minimum salary requirements to Wes Hobby, Program Director, WADS, Ansonia, Connecticut.

Michigan-competent experienced announcer. Play-by-play sports helpful. In person interview necessary. WBCM, Bay City, Michigan.

18-year-old 5-kilowatt daytimer needs versatile staff announcer with newscasting experience. Better than average pay and working conditions. Send audition tape to WLET, Toccoa, Ga.

Announcers-salesmen. Radio Station WMID, Atlantic City, New Jersey.

Substantial salary and substantial position for experienced announcer. WPDX, Clarksburg, West Virginia.

Fire 2. First salvo missed target. Need deejay for top Hooperated operation in four station market. Salary we'll pay you good buddy, if you can cut the mustard. WSKY, Asheville, N. C.

RADIO

Help Wanted—(Cont'd)

Technical

Love Florida, wish you were here! Got 1st class ticket? Good voice? Know-how? Come to Florida. You'll be chief engineer, announcer. Box 690D, BROADCASTING.

Engineer, good with hands and head. Attractive position. No announcing. WCOJ, Coatesville, Pennsylvania. Call Chief Engineer 2100.

Wanted: Young, ambitious, first class engineer with good announcing voice. 5 kw Georgia station. Good starting salary, plus fast advancement. Send tape, photo to John R. Swann, WHAB, Baxley, Georgia.

Production-Programming, Others

Radio tv executive one girl Friday, must think creatively, willing to take plenty of responsibilities, shorthand and typing necessary. Position offers stimulating challenge, interesting work in Canada's largest and most delightful city, Montreal, with its French atmosphere and only two hours from New York and one hour from the famous Laurentian resorts. Box 657D, BROADCASTING.

Metropolitan top-rated station needs alert all-around girl Friday. A real opportunity. Write General Manager, Box 747D, BROADCASTING.

Audience getting dj needed for radio-tv operation in central US. Must be good audience builder with plenty of know how and ideas. Send tape and complete background to Box 773D, BROADCASTING.

One of the most sports-minded areas in the country looking for experienced sports director to work both radio and tv. Send tape and full details to Box 774D, BROADCASTING.

Anticipate going 5 kw in the near future. Desire to learn if there are any girl secretaries with first class ticket available for position in Virginia. Salary will be tops. An excellent position with one of a group of highest paying stations in the east. Repeat: first class ticket is a must. Write full details. Box 802D, BROADCASTING.

News director. To head department, gather, write and air local and wire copy. Must have commercial experience. College or equivalent. Send complete information about yourself, snapshot and tape. Replies kept confidential, material returned. Manager, WNXT, Portsmouth, Ohio.

RADIO

Situations Wanted

Stations selling mailorder specialties to senior citizens send rates. Vern Baker, Elyria, Ohio.

Management

Manager. Experienced, productive, mature. Sales and civic minded. 15 years background. Family man. Can invest. Box 749D, BROADCASTING.

Manager-salesman experienced in all phases. Network, top forty, hillbilly. Sincere, married family man with top references. Prefer Georgia, Florida, south. Outstanding record. Southerner. Box 754D, BROADCASTING.

Loused-up station "A" was losing $60,000 a year—now netting $75,000. Station "B" was losing $10,000 a year—now netting $50,000. Station "C" was $36,000 in debt (no capital)—14 months later—clear! Let me "louse-up" yours. Write Box 789D, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

Executive: 20 years broadcast management and sales experience. Midwest and Madison Avenue background reflecting both local and national sales, network midwest radio spot sales management and midwest manager large multiple station operation. Seeking opportunity radio or tv station where can utilize broad knowledge on get-up and go bases. Family man, excellent references. Box 795D, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 734D, BROADCASTING.

Sales. Experienced background includes 13 years sales and announcing. Mature family man active community affairs. Please include details. Box 750D, BROADCASTING.

Salesman-announcer available now. Best references, record. Fully experienced family man. Seeking opportunity in Georgia, Florila. Native southerner. Box 755D, BROADCASTING.

Announcers

Sports announcer baseball, football, basketball. Excellent voice, finest of references. Box 402D, BROADCASTING.

Sports announcer, college, married, 32, available for baseball. Will travel. Box 572D, BOADCASTING.

Announcer/dj, 4 years experience radio-tv, relocate San Francisco Bay area, married. Box 701D, BROADCASTING.

Experienced dj, three years, good commercial knows music, family. Box 707D, BROADCASTING.

Very versatile New York gal. 8 years radio experience in announcing, dj, special programs, production, copy, traffic. Know boards. Have ticket. Familiar with all music. Best references, tapes, pix, samples, resume. Available immediately. Box 722D, BROADCASTING.

Have ability, will produce! I'll offer nine years of radio-tv. Announcing and sales, thirty, family, and solid character and personality. What can you offer. Box 723D, BROADCASTING.

Erudite, witty, but oh so commercial! First phone. Adult appeal. Box 728D, BROADCASTING.

Pop dj, 22 years old with 2 years experience, married, stable, and sober. Want good pay with growing organization. Good voice and personality. Very effective on commercials. Will work hard to please. References. Box 729D, BROADCASTING.

Girl-personality, dj, run own board. Eager to please. Free to travel. Gimmicks and sales. Box 732D, BROADCASTING.

DJ announcer. Go anywhere. Ready now. Run own board. Can sell, too. Steady—no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 733D, BROADCASTING.

Dynamic personality dj announcer desires position with top music and news station. Prefer Texas city of 100,000 or more. Box 736D, BROADCASTING.

Young, ambitious, experienced and presently employed announcer wishes to relocate in Ohio or surrounding states. Box 737D, BROADCASTING.

Experienced, versatile staff announcer, presently employed, desires move to larger market. Prefer midwest or east. College graduate, 30, single 3½ years experience. Box 738D, BROADCASTING.

Manager, announcer, sports, 14 years; female continuity director, announcer, 8 years. Both experienced in all phases. Will send photos, tapes, tapes, etc. Prefer west coast. Box 739D, BROADCASTING.

Radio school graduate; seeks employment as dj-announcer. Tape. Negro. Box 753D, BROADCASTING.

DJ and commercial and staff announcer. 4 years experience, solid radio and tv background. Experience in major market. Desire spot with radio and tv combination. #1 according to Pulse in a 5 am market. Box 759D, BROADCASTING.

Announcer-program director wants big town, 3 years experience. Clean voice, tight production, sell spots produced or live, sports, singing. Tape. Box 760D, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Personality-announcer, excellent background, 7 years experience, records, sports, news. Want advance to major market. Box 766D, BROADCASTING.

DJ-production program director, experienced-all phases, presently in #1 rated metropolitan station. Box 767D, BROADCASTING.

Popular music deejay, newscaster, staff. Experienced, 25, college, married. References, Relocate small to large market. Mature negro. No accent. No jivetalk. Box 768D, BROADCASTING.

Mature family man, 8 years complete announcing experience. $115 week, prefer milwest. Box 769D, BROADCASTING.

Experienced sportscaster, baseball, basketball, football, boxing, seeking good sports station. Box 770D, BROADCASTING.

Announcer-copywriter, limited experience. Also deejay; sales. Great potential; wants New England. Minimum salary. Box 777D, BROADCASTING.

Personable young announcer, trained by pro's in every phase of broadcasting. Great potential, run board, free to travel. Box 783D, BROADCASTING.

Looking for a relaxed, soft spoken dj? Try me, experienced, married, draft exempt. Box 784D, BROADCASTING.

DJ beginner, radio school graduate. Married, eager to please. East only. Box 785D, BROADCASTING.

Reliable-announcer-salesman—Ivy graduate, AFRTS-WKCR-NYC news, music, and production experience. Former NBC page-25 handle all studio equipment. 50 mile radius N.Y.C. Resume. Available for audition. Box 786D, BROADCASTING.

Does anyone need sports announcer with local news gathering experience. Family man. Midwest. Box 792D, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 793D, BROADCASTING.

Announcer with bounce and enthusiasm. Salary second to opportunity. One year experience with A.F.R.S. Single, will travel. Tape and resume upon request. Box 796D, BROADCASTING.

Staff announcer—light but good experience. Smooth dj, strong news, much potential! Tape, travel. Box 799D, BROADCASTING.

5 years dj staff, 28, married, wants to return east New York, New Jersey, New England. No top forty. Box 804D, BROADCASTING.

Three years, wants midnight 'til dawn and good station. Box 805D, BROADCASTING.

Young, aggressive, versatile announcer. Desires staff position-southern states. Tape, resume, pictures on request. Contact Bill Earl, WMNS, Olean, N. Y.

Like work, love good radio. If you have a good job to offer, I have ambition and 3 years experience to offer you. Ted Eldredge, 64 Rambler Rd., Osterville, Mass. Phone GArden 8-2715.

Experienced staff announcer. Available immediately. Brad Harris, 559 Hendrix Street, Brooklyn 7, N. Y. HYacinth 8-5479.

Announcer-dj, versatile, run board desire opportunity for advancement, prefer midwest metropolitan area. Originally from Chicago. Tape and resume available. Contact Pete Jonker, 706 Scott Ave., Pikesville, Kentucky, phones 9133, 1280.

DJ announcer, versatile, experienced, hard and soft sell. Excellent board operator. Go anywhere. No prima donna. Tape and resume. Dick Karp, Friars Club, 123 West 56th St., New York City.

Combo dj, first phone, experience pop music to please listeners. Desire California coast or mountains. Ham operator 7 years. Age 21. Contact Bob Leach, 26309 Regent, Lomita, Calif.

Graduate of Chicago radio school seeks opportunity to display talents as pop, jazz, or mood disc jockey. 19 years old. Single. Contact Bill Thomas, 1113 W. Oak St., South Bend, Indiana.

RADIO

Situations Wanted—(Cont'd)

Technical

Experienced in radio and television supervising and maintenance. Prefer south. No announcing. Box 655D, BROADCASTING.

Engineer, first phone. Eight years directionals, remotes, control. Wants solid station with chance for some sales. No announcing. Box 752D, BROADCASTING.

Engineer-announcer: First phone license. National Academy of Brodadcasting training. Congenial, capable, dependable, with a plethora of experience. Impeccable English. Now working. Desire combination work. South-east preferred. Please write. Box 758D, BROADCASTING.

Have first class license, experience (8 years) good references, good on maintenance and troubleshooting—lousy announcer. Would like job as chief at small station on S.C. coast area, with no announcing, etc, will accept fairly low rate—am engineer with design work business at home but will be available any time needed, also run proofs needed etc., like to start about June 1st. Box 761D, BROADCASTING.

TROPO. Foreign installation and operation. Supervisory position desired. Family living facilities a must. Box 762D, BROADCASTING.

Mature chief engineer desires to make change. Experienced in planning, construction, operation, maintenance, am-fm-tv, directionals, measurements. Either shirtsleeve or executive position. Box 763D, BROADCASTING.

3 years broadcast, 5 years other electronics experience. First phone license. Box 790D, BROADCASTING.

Available immediately, announcer, 1st phone, can do preventative maintenance. $75, no car. Box 797D, BROADCASTING.

Have ticket (first phone). Will travel. No experience. Will learn. Salary: Necessary—but secondary. Robert Riley, 2806 Carlson Drive, Dallas 19, Texas.

Production-Programming, Others

America's top-rated gospel singing act—utilizing organ, guitar and quartet available for radio and tv. Act headed by top gospel song writer, singer, and pitchman who holds sales records. Guaranteed results. Wants opportunity in good market to prove acceptance of gospel music. Write to Box 725D, BROADCASTING for pictures, tapes, etc.

Hey, Let's get together. Experienced radio and tv copy gal wants position with a future, a challenge and comfortable financial remuneration in exchange for hard work, creative talent and undying loyalty. Box 776D, BROADCASTING.

Versatability! Announcing, P-B-P, sales, writing, production, multi-voice gimmick spots. 12 years radio and tv. Family man, 35. College grad. Show me opportunity and I'll deliver in any position from assistant manager on down. Box 782D, BROADCASTING.

Programming is my business. Out of radio eight months, public relations for national manufacturer. Want radio again—10 years experience, married, 35. Box 803D, BROADCASTING.

Experienced pd, promotion background, 32, family, active churchman, present employer references. Boyd Porter, 1508 South First Street, Lufkin, Texas.

TELEVISION

Help Wanted

Sales

TV film salesmen-Pacific coast-midwest-south. Draw against commission. Experienced only. Box 741D, BROADCASTING.

Excellent opportunity. Guaranteed income. Experienced salesman for long established medium-sized market. CBS-ABC station. Unusual future potential as station is one of three in a group. Box 765D, BROADCASTING.

Salesman with know-how for vhf in rich southwest market. Box 806D, BROADCASTING.

Fine opportunity for dependable, energetic salesman in important Texas market. Box 808D, BROADCASTING.

Maximum power Florida vhf with major net affiliation has openings for experienced tv salesmen currently employed in Florida or Georgia. Will consider men with strong radio background. Excellent proposition for right men. Box 810D, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Experienced announcer-director for California network vhf. Send resume and photo. Box 791D, BROADCASTING.

TV booth and live announcer wanted at once. Send tape and picture to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Technical

WECT, Wilmington, N. C., has immediate opening for experienced transmitter engineer to act as transmitter supervisor.

Production-Programming, Others

News director needed to supervise news operation for both radio and tv. Fast moving, top rated news department. Send tape and full information to Box 772D, BROADCASTING.

Copywriter who can write selling commercials with speed, imagination. Texas vhf. Box 807D, BROADCASTING.

TELEVISION

Situations Wanted

Management

Can sell, will travel, with sound and successful background in all phases of sales. Box 735D, BROADCASTING.

Management or sales management of medium market station. Broad radio-television experience. Box 745D, BROADCASTING.

Attention Texas and all points west! Responsible family man with experience, proven ability, and a willingness to work desires position as sales manager or station manager. Now employed, but looking for greater opportunity and responsibility. Box 748D, BROADCASTING.

Manager. 16 years experience as television manager and commercial manager, as radio manager and program director. Increased billing on all stations over 100%. Also agency and network experiences. Best references. Box 780D, BROADCASTING.

Sales

Can sell, will travel, with sound and successful background in all phases of sales. Box 735D, BROADCASTING.

Do you want to stop worrying about local, regional, national sales? You can relax with young aggressive sales manager. Box 764D, BROADCASTING.

Announcers

Over two years experience in radio, desires radio-tv opportunity anywhere. $75 weekly. Employed. Tape, resume available. Box 674D, BROADCASTING.

Versatile announcer-personality, excellent background, desires position in or near major market. Box 702D, BROADCASTING.

Versatile on-camera announcer, dj, 26, some spot production, former actor. Multi-voiced gimmicks. Administrative network N.Y.C. Finishing tour of duty AFRS—available May 1. Tapes, resume, pictures. Box 801D, BROADCASTING.

Production-Programming, Others

No experience, well, just enough to know this is my field. Confident of my potential. Desire position with training program but anxious to make money. Have family responsbilities. Presently employed in small market. College graduate; service obligation fulfilled as officer. Neat; aggressive; eager to advance. Box 724D, BROADCASTING.

TV news director. Fully capable and experienced in all phases, editing, writing, gathering, etc. Exceptionally strong on-camera delivery. Top-rated man in three station market. Covered many nationally prominent stories. Desires immediate connection with metropolitan station. Write Box 757D, BROADCASTING.

Assistant plant manager-technicolor, France, 34, 12 years experience movie industry as unit manager, cameraman, editor all lab aspects. Fluent English—knowledge Spanish. Interested working tv station. Box 794D, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

News director, Hollywood tv, radio background. Experienced in all phases. Presently employed. Excellent references. University grad, vet, married, 28. Metropolitan market only. Box 798D, BROADCASTING.

Wanted, tv production! Radio-tv graduate, B.S. Single, vet, 24, AFRTS experience. Will consider other suitable openings. Will relocate. Box 800D, BROADCASTING.

Profit from my 10 years in Hollywood network tv. Floor manager, actor, sales, production. O.S.H. Degree. Good references. Judd Leatherman, 1426 No. Formosa, Hollywood, California.

FOR SALE

1958 radio station plan book. Five complete floor plans. Practical, economy minded, proven. $3.75 postpaid. Station Planning Service, Box 2001 Station A, Fort Wayne, Indiana.

Stations

Hillbilly-western operators—I'll help you buy a going operation in major southwest market by putting up majority cash down payment in exchange for frequency and transmitter. You operate on my present frequency and transmitter. Swap will not effect billing or ratings. Excellent opportunity. Box 680D, BROADCASTING.

250-watt hillbilly-western station. Major southwestern market. Billing 60-65. Potential 125. Sell for 65-15 down to good operator offering bankable paper. 3-4 year pay out. No brokers. Box 681D, BROADCASTING.

Daytime operation with $20,000 to $30,000 a month potential in southern industrial city. This is one of the nation's richest, fastest growing markets. This fairly new station has never had a chance. Asking price of $180,000.00 with 50% down is a steal. This city has one billion in new industry on the way. Only financially responsible applicant considered. Box 730D, BROADCASTING.

Southern daytime, 250 watt, small market, priced under gross at $30,000.00. $10,000.00 down and balance 5 years at 4%. Box 731D, BROADCASTING.

Expanding metropolitan station Pacific coast major market will sell 25% interest for $20,000. No brokers. Box 779D, BROADCASTING.

Up to 40% stock ownership available to executive caliber salesman qualified to manage independent radio station. Attractive market in the Virginias. Paramount requirements: Integrity, salesmanship, managerial ability. Community adaptability, energy. Minimum cash investment should be $10,000. Write fully including financial references. P. O. Box 711, Richmond, Va.

VHF television station in growing medium market of south. Profitable after substantial depreciation write-off. Priced well under one million dollars and terms can be arranged for responsible purchasers. Chapman Company, 1182 West Peachtree, Atlanta.

South. Gulf state, medium market, leading network, $65,000 total—$15,000 down. Florida profitable medium market, $155,000—terms. Upper, single station market, $10,000 down will handle. Chapman Company, 1182 West Peachtree, Atlanta.

North. Upper New England single station market with retail sales over $25,000,000. $80,000 total. Lower New England single station market, $125,000, terms, and another at $100,000 cash. Chapman Company, 17 East 48th, New York.

Now available. A single-station market in the St. Louis-Little Rock-Tulsa magic triangle. Ralph Erwin. Exclusive Broker. Tuloma Building. Tulsa.

List with us, net to you. We have buyers for radio and tv stations. HOLCO, 514 Hemp. Ave., W. Hempstead, N. Y.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

To Buy or sell a station in the west. Chapman Company, 33 West Micheltorena St., Santa Barbara, California.

FOR SALE—(Cont'd)

Equipment

UHF equipment, used, 1 kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Available immediately. Very reasonable. Box 691C, BROADCASTING.

RCA BTA-1L transmitter. WE 25-B console and power supply. WE 129-A amplifiers. Used jackstrips, rack cabinets. Box 811D, BROADCASTING.

Gates frequency monitor model 2890. Excellent condition. 1st $350 check gets equipment. Contact Bill McDonnel, Chief Engineer, Radio Station KCLV, Clovis, New Mexico.

RCA diplexer, TX-2A, Channel 2, excellent condition, $275; KSPR-TV, Casper, Wyoming.

High power modulation reacter 30 cycle 10 kc-63 DB. 50 Henry-3 amps. 8.5 kv insulation—$425.00. Plate transformer 16.7 K.V.A. 50-60 cycles, single phase 220 primary. 3650 volts secondary—$250.00. These are ideal for spares. Contact A. H. Kovlan, WATH, Athens, Ohio.

Collins fm antenna 4-bay in brand new condition tuned to 96.5 mc-deicers write WFMR, 606 W. Wisconsin Ave., Milwaukee 3.

Video monitors—8 megacycle—plug in construction. 14"—$215.00, 17"—$219.00, 21"—$259.00. Proven in thousands of closed circuit and broadcast installations. Miratel monitors are delivered under several trade names. Factory direct sales. Write: Miratel, Inc., 1080 Dionne St., St. Paul 13, Minnesota.

Sixty foot, heavy duty self supporting tower, suitable for micro wave or passive reflector mounting. $1400. F.O.B. Lexington, Kentucky. Can furnish erection services. Contact C. R. Austin, WKXP-TV, Lexington, Kentucky. Phone 3-2727.

200 foot self-supporting CN Blaw Knox tower. Six years old. WWIN, Baltimore 1, Maryland.

3 kw G.E. fm transmitter with monitors. Good condition. Best offer. Bartell Broadcasters, Inc., 522 W. Wisconsin Avenue, Milwaukee 3, Wisconsin.

Self supporting Truscon 250 foot am tower $5000.00. Truett Kimzey, 3515 West Vickery, Ft. Worth, Texas.

RADIO AND TV SALES OPPORTUNITIES

One of the nation's top multiple station operations is expanding its sales staff, both radio and tv, in several markets. If you qualify, this is a real opportunity to get on the first ten. All markets are in the east. Compensation is by salary and commission, some broadcast time sales. Experience is essential. These are career positions with ample opportunity for advancement. Write or wire Box 720D, BROADCASTING.

FOR SALE—(Cont'd)

Equipment

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. and Bliley holders; regrinding, repair, etc. Also A. M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Eidson Electronic Co., PR 3-3901, Temple, Texas.

FM transmitters, new, all powers, contact ITA, Box 164, Upper Darby, Penna., or call FLanders 2-0355.

Weather warning receivers—for Conelrad and Disaster weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Write: Miratel, Inc., 1080 Dionne St., St. Paul 13, Minnesota.

WANTED TO BUY

Stations

AM or fm radio station in or near metropolitan area. Confidential. Box 571D, BROADCASTING.

Experienced radio announcer has considerable finances for radio station interest. Wants active participation management and operation. Box 634D, BROADCASTING.

Corporation presently engaged in regional am-fm radio operation has six figure carry forward tax loss resulting from uhf experiment. We are looking for way to utilize tax loss before it expires by either purchasing profitable radio operation or selling corporation. Any seriously interested parties invited to write in confidence to Box 700D, BROADCASTING.

Will purchase outright for cash, no brokers, a radio station. Contact Box 727D, BROADCASTING.

Wanted—midwest station, medium market, consider partial ownership, desire active partcipation substantial down payment. TV-radio background. Confidential. Box 740D, BROADCASTING.

Invest limited amount in local independent, or lease, or manage. Experienced all phases. Box 756D, BROADCASTING.

We believe that our experience in handling station sales, our full time organization concentrating on this work, can help sell your station. References of satisfied sellers gladly furnished. No charge unles successful. Contact Ed Twamley, 33 West Micheltorena, Santa Barbara; Ralph Hunter, 17 East 48th, New York; Bill Chapman, 1182 West Peachtree, Atlanta. Chapman Company.

Equipment

Used console, single channel. State make, age, condition, price. Box 565D, BROADCASTING.

Wanted, 3 kw fm transmitter prefer Westinghouse or General Electric. Also GE 1 kw fm transmitter and monitors. Box 778D, BROADCASTING.

Low band vhf transmitter or amplifiers, 10 kw preferred. Channel 2 or 3, 3 bay antenna. Box 781D, BROADCASTING.

Wanted: 3 Ampex tape recorders model 300. Also 8 channel mixing panel, 2 microphones and 12" speaker. Must be top quality. Box 1158, Magnolia Park Station, Burbank, California.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821 - 19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting May 1, June 25, September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

BUSINESS OPPORTUNITY

Allied Brokers Company. Baker Building, Sherman, Texas. Sales, purchases, appraisals, financing, all technical matters handled with care and discretion. Experienced. Former radio station owners and operator.

RADIO

Help Wanted

Sales

SALES MANAGER WANTED

CBS medium-market station in East has immediate opening for aggressive sales manager. Please send full details, including picture, references, to Box 787D, BROADCASTING.

Announcers

A "DAVID" WANTED

An off-beat pro to take the morning away from rough competition. Top 10 market.

HELP!

Send resume and tape to Box 809D, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

GOOD

First class ticket announcer needed immediately. Send tape, photo, resume to

KIMN

Denver, Colorado

Production-Programming, Others

PROGRAM MANAGER WANTED

Eastern station, medium sized market, national network affiliate, has opening for Program Manager. Good salary, excellent working conditions and facilities. References required. Send photo and background in first letter to Box 788D, BROADCASTING.

RADIO

Situations Wanted

Announcers

NEED A D. J.?

B. C. A. Placement Service has them . . . with and without experience. All eager to please and make you money! Best trained anywhere, run own boards. No prima donnas. Thoroughly screened. Write or wire collect immediately:

Milt Stillman, Placement Service
Broadcast Coaching Associates
1639 Broadway, Capitol Theatre Bldg.
N. Y. C. 19, N. Y.
JUdson 6-1918. No charge for either party.

TELEVISION

Help Wanted

Production-Programming, Others

TV DIRECTOR-PRODUCER

Experienced in all phases of TV production and operation. Coordinator director of award winning shows. Desire position demanding imaginative director well versed in practical TV production. Excellent references.

Box 743D, BROADCASTING

FOR SALE . . . New, Major, 5,000 Watt Station In Top Florida Market.

All new Gates Equipment, RCA Mikes, Ampex Recorders. Small coordinated, combination studio-transmitter with 10 acres of land located on a major thoroughfare. 3 Tower, DA, with fulltime 5 kw available per consultant. Excellent signal on good frequency.

TERMS
3
PLANS

Property offered on any one of three, non-negotiable plans:

A. $212,000.00 Cash with long-term lease on real estate—$6,400 per year.
B. $280,000.00 Cash which includes 10 acres and building.
C. $200,000.00 Cash, $120,000.00 on 10 year basis, 4% real estate included.

Clear title to all property guaranteed. No brokers. Shown by appointment.

WRITE
OR
WIRE

Radio, Box 634
Miami Springs, Fla.

TELEVISION

Situations Wanted

MAJOR LEAGUE CALIBRE

SPORTSCASTER

Topnotch on all play-by-play and TV. Interested only in keeping busy and making money in major market. Guaranteed results.

Box 751D, BROADCASTING

EMPLOYMENT SERVICE

A Specialized Service For
Managers Commercial Managers
Chief Engineer Program Managers

CONFIDENTIAL CONTACT
NATIONWIDE SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

1736 Wisconsin Ave., N. W.
Washington 7, D. C.

FOR SALE

Equipment

FOR SALE

300 foot Blaw Knox self supporting tower. Heavy enough for TV or FM-unit. Beacon light fixture, galvanized and in excellent condition. Has been used only inland. Disassembled and ready for shipment. Presently in Florida. Worth $18,000. Price $8,000.

Pan American Broadcasting Company
370 Lexington Ave., N. Y. MU 5-1300

TAPE RECORDERS

All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories

STEFFEN ELECTRO ART CO.

4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193

America's Tape Recorder Specialists

Dollar

for

Dollar

you can't

beat a

classified ad

in getting

top-flight

personnel

FOR THE RECORD *continues from page 94*

tuted looking toward deletion of Ch. 3, **Champaign, Ill.**, and conversion of that market to an all-uhf market.

Prairie Tv Co., Decatur, Ill.—Petition requesting institution of rule making looking toward removal of vhf Ch. 3 from **Champaign, Ill.**, and reallocation of same to some other area where its use will not cause intermixture of tv services. Petitioner also requests that show cause proceedings be instituted to effect assignment of Ch. 21, 27 or 33 to WCIA in lieu of Ch. 3.

ACTIONS ON MOTIONS

By Acting Chief Hearing Examiner Jay A. Kyle on April 1

On own motion, ordered that oral argument on petitions by **B. F. J. Timm, Lakeland, Fla.**, and **Rand Bcstg. Co., Tampa, Fla.**, to dismiss without prejudice their am applications, is scheduled for 9 a.m., Apr. 2.

By Hearing Examiner Herbert Sharfman on April 1

Scheduled oral argument at 3:30 p.m., Apr. 4, on motion for production of documents filed by **New Mexico Bcstg. Co. Inc.**, in proceeding on application of **Video Independent Theatres Inc.** (KVIT Ch. 2) **Santa Fe, N. M.**

Scheduled further prehearing conference for April 4 on am applications of **Hirsch Bcstg. Co. (KFVS) Cape Girardeau, Mo.**, and **Firmin Co., Vincennes, Ind.**

By Hearing Examiner Millard F. French on March 31

Granted joint petition of **Sarkes Tarbian Inc.**, and **George A. Brown Jr.**, for extension of time from Apr. 1 and Apr. 11 to May 15 and May 27 respectively, for filing proposed findings of fact and conclusions and reply findings in proceeding on applications for new tv stations to operate on Ch. 13 in **Bowling Green, Ky.**

By Hearing Examiner Basil P. Cooper on March 31

Granted petition by **WTVJ Inc.**, for continuance of further hearing conference from Apr. 2 to Apr. 18 in proceeding on application and that of **St. Anthony Tv Corp.**, for new tv stations to operate on Ch. 11 in **Houma, La.**

By Chief Hearing Examiner James D. Cunningham on March 27

Granted request of **Lewiston Tv Co.**, for leave to withdraw its protest to Jan. 8 grant of applications of **Orchards Community Tv Assn. Inc.**, for permits to construct new tv broadcast translator stations to serve Lewiston, Idaho; proceeding is terminated.

By Hearing Examiner J. D. Bond on March 27

Ordered that hearing scheduled for April 15 is continued to June 3 in proceeding on am applications of Louis Adelman, Hazleton, Pa., and **Guinan Realty Co., Mount Carmel, Pa.**

By Hearing Examiner Charles J. Frederick on the dates shown

Ordered that hearing scheduled for Mar. 31 is rescheduled for 2 p.m., Apr. 8, in proceeding on am applications of **Williamsburg Bcstg. Co., Williamsburg, Va.**, and **WDDY Inc. (WDDY) Gloucester, Va.** Action Mar. 26.

Granted petition by **Radio Tampa, Tampa, Fla.**, to amend its am application to reflect an agreement between it and **Rand Bcstg. Co.**, whereby these two applicants would merge their interests, and amend Radio Tampa partnership agreement whereby Rand would be added as 50% partner. Action Mar. 28.

By Hearing Examiner Annie Neal Huntting on March 28

Continued prehearing conference from Mar. 28 to May 6 and hearing scheduled for Apr. 29 is continued without date in proceeding on fm applications of **Telemusic Co., San Bernardino, Calif.**, and **Southwest Bcstg. Co. Inc., Redlands, Calif.**

By Hearing Examiner Elizabeth C. Smith on March 27

Granted motion by **Rome Community Bcstg. Co., Rome, N. Y.**, for continuance of prehearing conference from Mar. 28 to Apr. 14 in proceeding on its am application, et al.

By Hearing Examiner Jay A. Kyle on March 27

Scheduled prehearing conference for 10:30 a.m., Apr. 15 on am application of **Hardin County Bcstg. Co., Silsbee, Tex.**

On own motion, scheduled further hearing at 1:30 p.m., Mar. 28 on am applications of **Walter G. Allen, Huntsville Ala.**, and **Marshall County Bcstg. Co. Inc., Arab, Ala.**

By Hearing Examiner Charles J. Frederick on March 27

Hearing on am applications of **Radio Tampa, Rand Bcstg. Co., Tampa, and B. F. J. Timm, Lakeland, all Florida,** heretofore continued without date, is rescheduled for 9:30 a.m., April 2.

By Hearing Examiner Annie Neal Huntting on the dates shown

Granted petition by **Broadcasters Inc., South Plainfield, N. J.**, for extension of time from Mar. 31 to Apr. 4 for furnishing additional information requested by the parties in proceedings on its am application and those of **Eastern Bcstg. Co. Inc., (WDRF) Chester, Pa.**, and **Tri-County Bcstg Corp., Plainfield N. J.** Action Mar. 26.

Prehearing session scheduled for Apr. 3 is advanced to Apr. 2 at 2 p.m., re am application of **Pierce Brooks Bcstg. Corp. (KGIL) San Fernando, Calif.** Action Mar. 27.

By Hearing Examiner Elizabeth C. Smith on March 26

Granted petition by **North Dakota Bcstg. Co. Inc.**, to reopen record in proceeding on its application for new tv station to operate on Ch. 11 in **Fargo, N. D.**, for purpose of receiving in evidence Joint Exhibit 2 which shows correction in engineering evidence of applicant, and record again closed.

By Hearing Examiner J. D. Bond on March 26

Granted petition by **New Hanover Bcstg. Co.**, for leave to amend its application for new tv station to operate on Ch. 3 in **Wilmington, N. C.**, to incorporate as part of its application merger agreement between **United Bcstg. Co. Inc.**, and **New Hanover**, executed on Mar. 7.

By Hearing Examiner H. Gifford Irion on March 26

On own motion, continued further hearing conference from April 2 to May 1 on am applications of **Charles R. Bramlett, Torrance, Calif.**, et al.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of March 28

WTTG Washington, D. C.—Granted cp to change trans. location to Sheraton Park Hotel, 2660 Woodley Rd. N.W., Washington, D. C.; change ERP to vis. 100 kw, aur. 50 kw, ant. height 500 ft.; change type trans., make other equipment changes, install new ant. system.

KWTX Waco, Tex.—Granted cp to use old main trans. as aux. trans. at present main trans. site and operate trans. by remote control from studio location.

Granted cps to following to install new trans.; **WOMT Francis M. Kadow, Manitowoc, Wis.; WHMP Pioneer Valley Bcstg. Co., Northampton, Mass.; KCKY Gila Bcstg. Co., Coolidge, Ariz.; KSIG, KSIG Bcstg. Co. Inc., Crowley, La.**

WOPA-FM Oak Park, Ill.—Granted mod. of cp to decrease ERP to 3.6 kw, ant. height to 260 ft., change type trans. and type ant.; conditions.

WIBG-FM Philadelphia, Pa.—Granted extension of authority to remain silent for period ending Aug. 3 pending completion of cp for increase power and change in ant.-trans. and studio location.

KJFJ Webster City, Iowa—Granted authority to sign-on at 6:30 a.m. and sign-off at 6:30 p.m., during months of Apr. through Sept., except in case of emergency or special events.

WBKV West Bend, Wis.—Granted authority to sign-off at 6:00 p.m. during months of Apr. through Aug.

WTIM Taylorville, Ill.—Waived Sec. 3.71 of rules and granted authority to sign-off at 6:00 p.m. CST, during summer months only (period ending Aug.).

WTYN Tryon, N. C.—Granted authority to sign-off at 6:00 p.m., Mar. through Aug., except for special events when station may operate up to licensed sign-off time.

KBEN Carrizo Springs, Tex.—Granted authority to sign-off at 7:00 p.m. for period ending July 22.

Following were granted extensions of completion dates as shown: **KBEV Portland, Ore.**, to 10-1; **KGY Olympia, Wash.**, to 10-16; **WEZN Elizabethtown, Pa.**, to 6-1.

Action of March 27

WSB-TV Atlanta, Ga.—Granted extension of completion dates to 10-6 (main trans. and ant. and aux. trans.).

Actions of March 26

KUEQ Phoenix, Ariz.—Granted license for am station.

KIFI Idaho Falls, Idaho—Granted license covering changes in ant. system (increase height).

WFNS Burlington, N. C.—Granted license covering installation of new trans.

KBUN Bemidji, Minn.—Granted license covering installation of new trans. as aux. trans. at present main trans. site, with remote control operation from studio location.

KFH Wichita, Kans.—Granted license covering installation of new trans.

WICE Providence, R. I.—Granted license covering installation of new trans. as aux. trans. at present main trans. site and operate trans. by remote control from studio location.

WBEC Pittsfield, Mass.—Granted license covering installation of old main trans. as aux. trans. at present main trans. site.

WGIG Brunswick, Ga.—Granted license covering increase in daytime power, installation of new trans. and specify type trans.

KFH Wichita, Kans.—Granted license to use old main trans. as an aux. trans. at present main trans. site, and mod. of license to operate aux. trans. by remote control while using non-directional ant.

WGTC Greenville, N. C.—Granted authority to sign-off at 5:00 p.m. daily for period of six months.

WPGC-FM Oakland, Md.—Granted extension of authority to remain silent until June 20.

WSAJ Grove City, Pa.—Granted authority to remain silent beginning Mar. 29 and ending Apr.

9 in order to observe **Easter college recess.**

KLTF Little Falls, Minn.—Granted authority to sign-off at 7:00 p.m. CST, beginning May 1 and ending Aug. 31.

KALV Alva, Okla.—Granted authority for 90 days to sign-off at 7:00 p.m., local time, due to personnel shortage.

KAWL York, Nebr.—Granted authority to sign-off at 6:00 p.m. during months of Mar. through Sept., except for special events.

KMLW Marlin, Tex. — Granted authority to sign-on at 6:30 a.m. and sign-off at 6:30 p.m. during months of Apr. through Sept., except for special events when station would operate within normal daytime hours.

KBMO Benson, Minn.—Granted authority to sign-off at 6:30 p.m. during summer months (Apr. through Aug.).

WFTG London, Ky.—Granted authority to sign-on at 6:00 a.m. and sign-off at 7:30 p.m., local time, Apr. through Aug., due to decline in nighttime revenue.

WIZZ Streator, Ill.—Waived Sec. 3.71 of rules and granted authority to sign-off at 6:00 p.m., local time (except for programs of special public interest) from Apr. through Sept. 28, or in event daylight saving time is extended beyond Sept. 28, then through extended period, but not beyond Oct. 31.

WRAM Monmouth, Ill.—Waived Sec. 3.71 of rules and granted authority to sign-off at 6:00 p.m. throughout summer months except for special events (Apr. through Sept.).

KSTB Breckenridge, Tex.—Granted authority to sign-off during summer months, Apr. through Sept., at 6:00 p.m.

WEJL Scranton, Pa.—Granted authority to sign-off daily at 5:45 p.m. EST, during those days in Apr. when daylight saving time is in effect and at 6:00 p.m. EST, during months of May through Sept.

Actions of March 25

WAYX Waycross, Ga.—Granted involuntary assignment of license to **Ethel Woodard Williams**, et al., as executors of last will and testament of **Jack Williams**, deceased.

KNGS Hanford, Calif.—Granted involuntary transfer of control from **Earl J. Fenston** to **James G. Fenston**, executor of estate of **Earl J. Fenston**, deceased.

KWEL Midland, Tex.—Granted acquisition of positive control by **Jerry Covington** through purchase of stock from **Ben Harwit.**

WJHB, WTLS Talladega and Tallassee, Ala.—Granted acquisition of negative control by **Ned Butler**, et al., through purchase of stock from **W. K. Johnston and Joe A. Armbrester Jr.**

KVEL Vernal, Utah—Granted relinquishment of positive control by **James C. Wallentine** through sale of stock to **Lucile M. Johnson** and **Hugh W. Colton.**

WWIN Baltimore, Md.—Granted license covering change in ant.-trans. location.

KILE Galveston, Tex.—Granted license covering installation of new trans.

WMAN Mansfield, Ohio—Granted license covering change ant.-trans. location, installation of new trans., make changes in ant. system and ground system; and license covering installation of old main trans. as alternate main trans. at present main trans. site.

WBLA Elizabethtown, N. C.—Granted license covering change in facilities and installation of new trans.

WGGH Marion, Ill.—Granted license covering installation of old main trans. at present location of main trans.

KTRI Sioux City, Iowa—Granted license covering changes in daytime directional ant. system (using two tower array).

WFBL, WTAC Syracuse, N. Y., and **Flint, Mich.**—Granted mod. of licenses to change name to **First Bcstg. Corp.**

KAPA Raymond, Wash.—Granted cp to make changes in ant. system (decrease height).

KIJV Huron, S. D.—Granted cp to make changes in ant. system and increase height by top mounting fm ant.

Following were granted authority to operate trans. by remote control: **WZOK-FM Radio Jax Inc., Jacksonville, Fla.; KRCT Bay Bcstg. Co., Pasadena, Tex.; WTIP Chemical City Bcstg. Co., Charleston, W. Va.**

KLFY-TV Lafayette, La.—Granted extension of completion date to Sept. 24.

Actions of March 24

KRGV, KRGV-TV Weslaco, Tex.—Granted acquisition of positive control by **LBJ Company** through purchase of stock from **O. L. Taylor.**

WSAU Wausau, Wis.—Granted cp to make changes in ant. system (decrease height).

KDFW Cedar Hill, Tex.—Granted cp to change type trans. and decrease ERP to 25 kw, ant. height 770 ft.

KEDO Ontario, Calif.—Granted cp to change ant.-trans. location, install new type ant. (composite), increase ERP to 1 kw and decrease ant. height to minus 415 ft.

WEZL Richmond, Va.—Granted cp to install new ant. and trans. for aux. purposes only.

KINY-TV Juneau, Alaska—Granted mod. of cp to change studio location and specify correct coordinates (no change in trans. location).

WHKP-FM Hendersonville, N. C.—Granted mod. of cp to change type trans., type ant., increase ERP to 9.5 kw, ant. height 2 ft.; conditions.

KOXR-FM Oxnard, Calif.—Granted mod. of cp to decrease ERP to 10.5 kw, increase ant. height to 14 ft., change trans.-studio location and make changes in ant. system.

KACY Port Hueneme, Calif.—Granted mod. of cp to change type trans. and studio location.

KZUM Farmington, N. M.—Granted mod. of cp to change ant.-trans. location, studio location, make changes in ant. (increase height), and ground system and change type trans.

Following were granted extensions of completion dates as shown: **KZUM Farmington, N. M.**, to 8-1; **KFJZ Fort Worth, Tex.**, to 5-1; **WDVL Vineland, N. J.**, to 6-20; **WBAB Babylon, N. Y.**, to 10-1.

Action of March 21

KSWS-TV (aux. trans.) **Roswell, N. M.**—Granted extension of completion date to May 15.

Actions of March 19

Following were granted authority to operate trans. by remote control: **WLCR Electronic Maintenance Inc., Torrington, Conn.; WBTA Batavia Bcstg. Corp., Batavia, N. Y.; WZOK Radio Jax Inc., Jacksonville, Fla.**, while using non-directional ant.; **WCAM City of Camden, Camden, N. J.**, main and alternate main.

License Renewals

Following stations were granted renewal of license: **WROD Daytona Beach, Fla.; WLAT Conway, S. C.; WDIX Orangeburg, S. C.; WACL Waycross, Ga.; WAGF Dothan, Ala.; WAMI Opp, Ala.; WCRI Scottsboro, Ala.; WCRL Oneonta, Ala.; WDAK Columbus, Ga.; WDEC Americus, Ga.; WDOL Athens, Ga.; WFMH Cullman, Ala.; WGBA Columbus, Ga.; WJAM Marion, Ala.; WJAZ Albany, Ga.; WJDB Thomasville, Ala.; WJHB Talladega, Ala.; WJHO Opelika, Ala.; WJIV Savannah, Ga.; WJOI Florence, Ala.; WKLY Hartwell, Ga.; WLAG LaGrange, Ga.; WMJM Cordele, Ga.; WMLT Dublin, Ga.; WMOG Brunswick, Ga.; WMVG Milledgeville, Ga.; WNEX Macon, Ga.; WRDW Augusta, Ga.; WRGA Rome, Ga.; WROM Rome, Ga.; WROS Scottsboro, Ala.; WGAU-FM Athens, Ga. WFMH-FM Cullman, Ala.; WUOA Tuscaloosa, Ala.; WFDR Manchester, Ga.; WKAB Mobile, Ala.; WXAL Demopolis, Ala.; WALA-TV KIO-87, Mobile, Ala.; WCOV-TV Montgomery, Ala.; WCTV (TV) KIP-95, 96, Thomasville, Ga.; WMAZ-TV Macon, Ga.; WMSL-TV Decatur, Ala.; WRDW-TV Augusta, Ga.; WSAV-TV Savannah, Ga.; WSB-TV Atlanta, Ga.; WSFA-TV Montgomery, Ala.; WTOC-TV Savannah, Ga.; WMBR** and aux., **WMBR-TV** (main trans., ant. and aux. ant.), **WMBR-FM** and SCA, **Jacksonville, Fla.; WSB** (main and aux.), **WSB-FM Atlanta, Ga.; WFMY-TV** (main trans. and ant., aux. trans.) **Greensboro, N. C.; WYZE Atlanta, Ga.; WMSN Raleigh, N. C.; WTRL Bradenton, Fla.; WGMS Bethesda, Md.**, and **WGMS-FM Washington, D. C.**

UPCOMING

April

April 10-12: 10th Southwestern Institute of Radio Engineers, conference & electronic show, St. Anthony Hotel and Municipal Auditorium, San Antonio.

April 10-12: Alabama Broadcasters Assn., Mobile.

April 11: Conference on Enlightened Public Opinion, Boston U.

April 11: Pennsylvania AP Broadcasters Assn., John Bartram Hotel, Philadelphia.

April 11: Ohio Broadcasters Assn., Hotel Carter, Cleveland.

April 14-17: 25th National Premium Buyers Exposition, Navy Pier, Chicago.

April 16: UP Broadcasters of New Hampshire, Concord.

April 18-19: Advertising Federation of America, ninth district convention, Kansas City, Mo.

April 18-19: New Mexico Broadcasters Assn., El Rancho Hotel, Gallup.

April 18-19: Spring Technical Conference on Tv and Transistors, Engineering Society of Cincinnati Building, 1349 E. McMillan St., Cincinnati.

April 19-20: Oklahoma AP Broadcasters, Western Hills Lodge, Wagoner.

April 20-22: Atlantic Assn. of Broadcasters, Fort Cumberland Hotel, Amherst, N. S.

April 21-25: Society of Motion Picture & Tv Engineers, Ambassador Hotel, Los Angeles.

April 22: CBC Board of Governors, Railway Committee-room, House of Commons, Ottawa.

April 22-24: Electronic Components Conference, Ambassador Hotel, Los Angeles.

April 23-25: Western States Advertising Agencies Assn., Oasis Hotel, Palm Springs, Calif.

April 24-26: AAAA, annual meeting, Greenbrier, White Sulphur Springs, W. Va.

April 24-26: Advertising Federation of America, fourth district convention, Floridan Hotel, Tampa, Fla.

April 24-27: American Women in Radio & Tv, national convention, Fairmont Hotel, San Francisco.

April 25: Assn. Maximum Service Telecasters, board of directors meeting, Biltmore Hotel, Los Angeles.

April 25-26: Mutual Advertising Agency Network, Bismarck Hotel, Chicago.

April 26: UP Broadcasters Assn. of Connecticut, Hotel Burritt, New Britain.

April 26: Assn. Maximum Service Telecasters, annual membership meeting, Biltmore Hotel, Los Angeles.

April 27-May 1: NAB 36th annual convention, Statler and Biltmore Hotels, Los Angeles.

April 28-May 1: NAB Broadcast Engineering Conference, Statler Hotel, Los Angeles.

May

May 1-3: Advertising Federation of America, fifth district convention, Mansfield, Ohio.

May 2: Missouri Broadcasters Assn., U. of Missouri, Columbia.

May 4-10: Canadian Radio Week, sponsored by Broadcast Advertising Bureau of Canadian Assn. of Radio and Tv Broadcasters.

May 5-7: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 5-7: Assn. of Canadian Advertisers, Royal York Hotel, Toronto, Ont.

May 9: Radio Tv Guild, industry conferences and banquet, San Francisco State College, San Francisco.

May 10: California AP Tv-Radio Assn., annual meeting, El Mirador Hotel, Sacramento.

May 10: UP Broadcasters of Illinois, Allerton State Park, Monticello.

May 10: UP Broadcasters of Michigan, Hotel Olds, Lansing.

May 11-14: Canadian Assn. of Radio & Tv Broadcasters, Queen Elizabeth Hotel, Montreal, Que.

May 15-16: North Carolina Broadcasters Assn., Southern Pines.

May 15-16: Nebraska Broadcasters Assn., Scottsbluff.

May 17: UP Broadcasters of Indiana, Sheraton-Lincoln Hotel, Indianapolis.

May 19-21: National Retail Merchants Assn., sales promotion division, national convention, Palmer House, Chicago.

May 21-23: Pennsylvania Broadcasters Assn., Galen Hall, Wernersville.

ALLEN KANDER
AND COMPANY

NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N.W.
NAtional 8-1990

NEW YORK
60 East 42nd Street
MUrray Hill 7-4242

CHICAGO
35 East Wacker Drive
RAndolph 6-6760

DENVER
1700 Broadway
AComa 2-3623

BROADCASTING TELESTATUS

A QUARTERLY SITUATION REPORT ON PRESENT AND PLANNED TV STATIONS

Published in first issue of each quarter

April 1958

Total U. S. Stations on Air: 541
(Commercial: 510; Educational 31)
(Includes Alaska, Guam, Hawaii, Puerto Rico)

Total Cities with On-Air Stations: 336

Total Tv Households: 39,800,000
(ARF—Census data as of April 1957)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date when known.

Channel number is in parentheses, followed by national network affiliations and sales representatives, and station's highest one-time hourly rate.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
► WAIQ (*2)

BIRMINGHAM—
► WABT (13) NBC, ABC; Harrington, Righter & Parsons; N, LF, LS; $800
► WBIQ (*10)
► WBRC-TV (6) CBS; Katz; N; $850
WBMG (42) 11/29/56-Unknown

DECATUR—
► WMSL-TV (23) NBC, CBS, ABC; Masla; $150

DOTHAN—
► WTVY (9) CBS, ABC; Young; N; $150

FLORENCE—
► WOWL-TV (15) CBS, NBC; Forjoe; $200

MOBILE—
► WALA-TV (10) NBC, ABC; H-R; N; $500
► WKRG-TV (5) CBS; Avery-Knodel; N; $450

MONTGOMERY—
► WCOV-TV (20) CBS, ABC; Young, N; $200
► WSFA-TV (12) NBC, ABC; Katz; N; $450

MUNFORD†—
► WTIQ (*7)

SELMA†—
WSLA (8) 2/52/54-Unknown

ARIZONA

MESA (PHOENIX)—
► KVAR (12) NBC; Avery-Knodel; N; $500

PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; N; $550
► KPHO-TV (5) Katz; $450
► KTVK (3) ABC; Weed; N, LF, LS; $400

TUCSON—
► KGUN-TV (9) ABC; Headley-Reed; N, LF, LS; $300
► KOLD-TV (13) CBS; Hollingbery; N; $300
► KVOA-TV (4) NBC; Branham; N; $300

YUMA—
► KIVA (11) NBC, CBS, ABC; Hollingbery; N; $200
KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
►KRBB (10) NBC, ABC; O'Connell; $200

FORT SMITH—
► KFSA-TV (22) NBC, ABC; Venard; N; $200
► KNAC-TV (5) CBS; H-R; $250

LITTLE ROCK—
► KARK-TV (4) NBC; Petry; N; $500
► KTHV (11) CBS; Branham; N; $450
► KATV (7) (See Pine Bluff)

PINE BLUFF—
► KATV (7) ABC; Avery-Knodel; N; $450

TEXARKANA—
► KCMC-TV (6) (See Texarkana, Tex.)

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) CBS, ABC; Weed; $350
► KERO-TV (10) NBC, ABC; Petry; N; $500

BERKELEY (SAN FRANCISCO)—
► KQED (*9)

CHICO—
► KHSL-TV (12) CBS, ABC; Avery-Knodel; N; $250

EUREKA—
► KIEM-TV (3) CBS, ABC, NBC; Blair Tv Assoc.; N; $250
► KVIQ-TV (6) Hollingbery; $200

FRESNO—
► KFRE-TV (12) CBS; Blair Tv; N, LF, LS; $650
► KJEO (47) ABC; Branham; N, LL; $600
► KMJ-TV (24) NBC; Katz; N; LF, LS; $600
KBID-TV (53) See footnote

LOS ANGELES—
► KABC-TV (7) ABC; Katz; $2,300
► KCOP (13) Petry; $1,500
► KHJ-TV (9) H-R; $1,750
► KNXT (2) CBS; CBS Spot Sls.; N, LS, LF, LL; $3,500
► KRCA (4) NBC; NBC Spot Sls.; N, LL, LS, LF; $3,600
► KTLA (5) Peters, Griffin, Woodward; LL, LS, LF; $1,500
► KTTV (11) Blair Tv; $2,000
KBIC-TV (22) 2/10/52-Unknown

MODESTO†—
KTRB-TV (14) 2/17/54-Unknown

OAKLAND (See San Francisco)

REDDING—
► KVIP-TV (7) NBC, ABC; Hollingbery; N; $250

SACRAMENTO—
► KBET-TV (10) CBS; H-R; N, LF, LS; $850
► KCRA-TV (3) NBC; Petry; N, LF, LS; $900
KGMS-TV (46) 3/2/56-Unknown

SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC; H-R; N; $425

SAN DIEGO—
► KFMB-TV (8) CBS; Petry; N; $900
► KFSD-TV (10) NBC; Katz; N, LF, LS; $850

SAN FRANCISCO-OAKLAND—
► KGO-TV (7) ABC; Blair Tv; $1,700
► KPIX (5) CBS; Katz; N, LF, LS; $1,700
► KRON-TV (4) NBC; Peters, Griffin, Woodward; N, LL, LF, LS; $1,700
► KSAN-TV (32) Stars National; $115
► KTVU (2) H-R; N; $1,000
KBAY-TV (20) 3/11/53-Unknown
KPRT (26) 12/20/56-Unknown
Golden State Telecasting Co. (38) 2/13/58-Unknown

SAN JOSE—
► KNTV (11) ABC, CBS, NBC; Weed; $250

SAN LUIS OBISPO—
► KSBY-TV (6) CBS, ABC, NBC; H-R; $220

SANTA BARBARA—
► KEYT (3) NBC, ABC, CBS; Headley-Reed; $450

STOCKTON—
► KOVR (13) ABC; Hollingbery; $800

TULARE—
KVVG (27) See footnote

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Bolling; N; $250
► KRDO-TV (13) NBC; Pearson; $175

DENVER—
► KBTV (9) ABC; Peters, Griffin, Woodward; N; $750
► KLZ-TV (7) CBS; Katz; N; $750
► KOA-TV (4) NBC; NBC Spot Sls.; N; $750
► KRMA-TV (*6)
► KTVR (2) Blair Tv Assoc.; $500

GRAND JUNCTION†—
► KREX-TV (5) CBS, NBC, ABC; Holman; $150

MONTROSE—
► KFXJ-TV (10) (Satellite of KREX-TV Grand Junction)

PUEBLO—
► KCSJ-TV (5) NBC; Pearson; $225

CONNECTICUT

BRIDGEPORT—
► WICC-TV (43) ABC; Young; $200
WCTB (*71) 1/29/53-Unknown

HARTFORD—
► WHCT (18) CBS; CBS Spot Sls.; N; $700
► WTIC-TV (3) Harrington, Righter & Parsons; $1,000
WEDH (*24) 1/29/53-Unknown

NEW BRITAIN—
► WNBC (30) NBC; NBC Spot Sales; N; $600

NEW HAVEN—
► WNHC-TV (8) ABC; Katz; N, LF, LS; $1,200
WELI-TV (59) 6/24/53-Unknown; H-R

NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown

NORWICH†—
WCTN (*63) 1/29/53-Unknown

STAMFORD†—
WSTF (27) 5/27/53-Unknown

WATERBURY—
► WATR-TV (53) ABC; McGavren-Quinn; $200

DELAWARE

WILMINGTON—
► WVUE (12) Katz; $1,600

DISTRICT OF COLUMBIA

WASHINGTON—
► WMAL-TV (7) ABC; H-R; $1,750
► WRC-TV (4) NBC; NBC Spot Sls.; N; $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; N, LF, LS; $1,800
► WTTG (5) Weed; LS; $1,000
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH—
► WESH-TV (2) NBC; Avery-Knodel; N; $400

FORT LAUDERDALE—
► WITV (17) ABC; Forjoe; $500

FORT MYERS†—
► WINK-TV (11) CBS, ABC; Walker-Rawalt; $180

FORT PIERCE†—
WTVI (19) 4/19/55-Unknown

JACKSONVILLE—
► WFGA-TV (12) NBC; Peters, Griffin, Woodward; N, LL, LF, LS; $600
► WMBR-TV (4) CBS, ABC; CBS Spot Sls.; N: $850
WJCT (*7) 2/28/57-May
WJHP1TV (36) See footnote

MIAMI—
► WCKT (7) NBC; NBC Spot Sls.; N, LF, LS; $950
► WITV (17) See Fort Lauderdale
► WPST-TV (10) ABC; Petry; N; $825
► WTHS-TV (*2)
► WTVJ (4) CBS; Peters, Griffin, Woodward; N, LL, LF, LS; $1,100
WGBS-TV (23) See footnote
WMFL (33) 12/9/53-Unknown

ORLANDO—
► WDBO-TV (6) CBS, ABC; Blair Tv Assoc.; N; $450
► WLOF-TV (9) ABC; Young; $400
WEAL-TV (18) 9/21/55-Unknown

PANAMA CITY—
► WJDM (7) ABC, CBS, NBC; Hollingbery; $175

PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; N; $350
WPFA-TV (15) See footnote

ST. PETERSBURG—
► WSUN-TV (38) ABC; Venard; $400

TALLAHASSEE—
► WCTV (6) See Thomasville, Ga.

TAMPA—
► WFLA-TV (8) NBC; Blair Tv; N, LF, LS; $850
► WTVT (13) CBS; Katz; N, LF, LS; $850
WEDU (*3) 9/19/57-April

WEST PALM BEACH—
► WEAT-TV (12) ABC; Venard; $300
► WPTV (5) NBC, CBS; Blair Tv Assoc.; N; $275

GEORGIA

ALBANY—
► WALB-TV (10) NBC, ABC; Venard; N; $250

ATHENS†—
WGTV (*8) 9/5/56-Unknown

ATLANTA—
► WAGA-TV (5) CBS; Katz; N, LF, LS; $1,000
► WETV (*30)
► WLWA (11) ABC; Crosley Sls.; N; $900
► WSB-TV (2) NBC; Petry; N, LF, LS; $1,000
WATL-TV (36) See footnote

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; N; $350
► WRDW-TV (12) CBS; Branham; $350

COLUMBUS—
► WRBL-TV (4) CBS, ABC; Hollingbery; N; $400
► WTVM (28) NBC, ABC; Headley-Reed; N; $300

MACON—
► WMAZ-TV (13) CBS, ABC, NBC; Avery-Knodel; N; $400

SAVANNAH—
► WSAV-TV (3) NBC, ABC; Blair Tv Assoc.; N; $300

TELESTATUS

► **WTOC-TV (11) CBS, ABC; Avery-Knodel; N; $300**

THOMASVILLE—
► WCTV (6) NBC, CBS, ABC; Blair Tv Assoc.; N; $400

IDAHO

BOISE†—
► **KBOI-TV (2) CBS; Peters, Griffin, Woodward: $250**
► KIDO-TV (7) ABC, NBC; Blair Tv Assoc.; N; $250

IDAHO FALLS—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; $225

LEWISTON†—
► KLEW-TV (3) (Satellite of KIMA-TV Yakima, Wash.)

NAMPA—
Radio Boise Inc. (6) 3/27/58-Unknown

TWIN FALLS†—
► **KLIX-TV (11) CBS. ABC. NBC: Gill-Perna: $175**
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) Burn-Smith; $120

CHAMPAIGN—
► **WCIA (3) CBS, NBC; Hollingbery; N; $900**
WCHU (33) 9/19/57-Unknown

CHICAGO—
► WBBM-TV (2) CBS; CBS Spot Sls.; N; $4,500
► WBKB (7) ABC; Blair Tv; $2,400
► WGN-TV (9) Petry; LL, LF, LS; $1,800
► WNBQ (5) NBC; NBC Spot Sls.; N, LL, LS, LF; $4,000
► **WTTW** (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► **WDAN-TV (24) ABC; Everett-McKinney; $150**

DECATUR—
► **WTVP (17) ABC; Gill-Perna; $350**

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (3) NBC, ABC; Walker-Rawalt; $150 (operating temporarily on ch. 3)

LA SALLE—
► WEEQ-TV (35) (satellite of WEEK-TV Peoria)

PEORIA—
► **WEEK-TV (43) NBC; Headley-Reed; N; $600**
► WMBD-TV (31) CBS; Peters, Griffin, Woodward; N; $500
► **WTVH (19) ABC; Petry; N; $550**
WIRL-TV (8) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.)

QUINCY (HANNIBAL, MO.)—
► **KHOA-TV (7) See Hannibal, Mo.**
► WGEM-TV (10) NBC, ABC; Young; N; $400

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; N, LF, LS; $450
► **WTVO (39) NBC; Headley-Reed; N; $350**

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; N; $900

SPRINGFIELD—
► **WICS (20) NBC, ABC; Young; N; $250**
WMAY-TV (2) 6/27/56 (Ordered to show cause why station should not operate on ch. 36).

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
► WCBC-TV (61) $150

BLOOMINGTON—
► WTTV (4) Meeker; $1,000

ELKHART (SOUTH BEND)—
► WSJV (28) ABC; H-R; $300

EVANSVILLE—
► **WEHT (50) See Henderson, Ky.**
► WFIE-TV (14) NBC; Raymer; N; $350
► **WTVW (7) ABC; Hollingbery; N, LF, LS; $350**

FORT WAYNE—
► **WANE-TV (15) CBS: Petry; N; $500**
► WKJG-TV (33) NBC; H-R; N; $500

HATFIELD—
WVSJ-TV (9) Initial Decision-2/18/57

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; N, LL, LF, LS; $1,300
► WISH-TV (8) CBS; Bolling; N, LF, LS; $1,400
► WLWI (13) ABC; Crosley Sls.; N, LF, LS; $1,100
► **WTTV (4) See Bloomington**

LAFAYETTE—
► WFAM-TV (59) CBS, NBC; Rambeau, Vance, Hopple; N; $200

MUNCIE—
► **WLBC-TV (49) NBC, ABC, CBS; Holman; N; $225**

PRINCETON†—
WRAY-TV (52) See footnote

ROANOKE—
► **WPTA (21) ABC; Meeker; $400**

SOUTH BEND (ELKHART)—
► WNDU-TV (16) NBC; Petry; N; $500
► WSBT-TV (22) CBS; Raymer; N; $500

TERRE HAUTE—
► **WTHI-TV (10) CBS, ABC, NBC; Bolling; N; $600**

IOWA

AMES—
► WOI-TV (5) ABC; Weed; N; $650

CEDAR RAPIDS—
► KCRG-TV (9) ABC; Weed; $425
► WMT-TV (2) CBS; Katz; N; $625

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Peters, Griffin, Woodward; N; $900

DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $700
► WHO-TV (13) NBC; Peters, Griffin, Woodward: N, LF, LS; $750
KDPS-TV (*11) 12/12/56-August
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC, ABC, CBS; Pearson; $150

MASON CITY—
► KGLO-TV (3) CBS; Weed; N; $400

OTTUMWA—
► KTVO (3) See Kirksville, Mo.

SIOUX CITY—
► **KTIV (4) NBC, ABC; Hollingbery; N; $350**
► KVTV (9) CBS, ABC; Katz; N; $425

WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; N; $625

KANSAS

ENSIGN—
► **KTVC (6) ABC, CBS; Katz; $100 (satellite of KAKE-TV Wichita)**

GARDEN CITY—
KGLD (11) 6/14/57-Unknown (satellite of KCKT Great Bend)

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GREAT BEND—
► KCKT (2) NBC, ABC; Bolling; N; $300

HAYS—
KAYS-TV (7) 5/29/57-June; ABC; Katz; $150

HUTCHINSON (WICHITA)—
► **KAKE-TV (10) See Wichita**
► **KARD-TV (3) See Wichita**
► KTVH (12) CBS; H-R; N; $575

MANHATTAN†—
KSAC-TV (*8) **7/24/53-Unknown**

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; N; $360

TOPEKA—
► WIBW-TV (13) CBS, ABC; Avery-Knodel; N; $550

WICHITA (HUTCHINSON)—
► **KAKE-TV (10) ABC; Katz; N; $675**
► KARD-TV (3) NBC; Petry; N, LL, LF, LS; $600
► **KTVH (12) See Hutchinson**

KENTUCKY

ASHLAND†—
WALN-TV (59) 8/14/52-Unknown; Petry

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Young; N; $400

LEXINGTON—
► **WKXP-TV (27) Pearson; $251.30**
► WLEX-TV (18) NBC, ABC, CBS; Bolling; N; $284.05

LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; N; $1,025
► **WHAS-TV (11) CBS; Harrington, Righter & Parsons: N: $1,000**
WFPK-TV (*15) 1/3/58-September
WQXL-TV (41) 1/15/53-Unknown; Forjoe
WEZI (21) See footnote

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

OWENSBORO—
WKYT (14) 3/14/56-Unknown

PADUCAH—
► WPSD-TV (6) NBC, ABC; Pearson; N; $400

LOUISIANA

ALEXANDRIA—
► **KALB-TV (5) NBC, ABC, CBS; Weed; $250**

BATON ROUGE—
► WAFB-TV (28) CBS: Blair Tv Assoc.; $250
► WBRZ (2) NBC, ABC; Hollingbery; N; $475
WCNS (40) 7/19/56-Unknown
Port City Tv Co. (18) Initial Decision 10/31/57

LAFAYETTE—
► **KLFY-TV (10) CBS; Young; N; $250**

NEW TV STATIONS

THE following tv stations started regular programming within the past three months:

KMOT (10) Minot, N. D.; WIPR-TV (*6) San Juan, P. R.; KUED (*7) Salt Lake City; WLOF-TV (9) Orlando, Fla; KTRX (25) Kennewick, Wash.; WRIK-TV (7) Ponce, P. R.; KIRO-TV (7) Seattle; KDUH-TV (4) Hay Springs, Neb.; KRSD-TV (7) Rapid City, S. D.; WETV (*30) Atlanta; WSUR-TV (9) Ponce, P. R.; KTVU (2) San Francisco; WBPZ-TV (32) Lock Haven, Pa.; KGHL-TV (8) Billings, Mont.; WCBC-TV (61) Anderson, Ind.; KVIQ-TV (6) Eureka, Calif.

LAKE CHARLES—
► **KPLC-TV (7) NBC, ABC; Weed; $250**
► **KTAG (25) CBS; Raymer; $150**

MONROE—
► **KNOE-TV (8) CBS, ABC, NBC; H-R; N;** $400
► KLSE (*13)

NEW ORLEANS—
► WDSU-TV (6) NBC; Blair Tv; N, LL, LF, LS; $1,100
► WJMR-TV (20) CBS, ABC; Weed; N; $600
► WWL-TV (4) CBS; Katz; N, LF, LS; $1,000
► WYES-TV (*8)
WCKG (26) 4/2/53-Unknown; Gill-Perna
WWEZ-TV (32) 9/26/56-Unknown

SHREVEPORT—
► **KSLA-TV (12)** CBS, ABC; Raymer; N, LF, LS; $500
► KTBS-TV (3) NBC, ABC; Petry; N; $550

MAINE

AUGUSTA—
WPTT (10) **11/14/56-Unknown**

BANGOR—
► WABI-TV (5) NBC, ABC; Hollingbery; N; $375
► WTWO (2) CBS; Venard; N; $300

POLAND SPRING—
► **WMTW (8) CBS, ABC; Harrington, Righter & Parsons; $400**

PORTLAND—
► WCSH-TV (6) NBC, ABC; Weed; N; $500
► WGAN-TV (13) CBS; Avery-Knodel; N; $500

PRESQUE ISLE—
► WAGM-TV (8) NBC, ABC, CBS; Hollingbery; N; $225

MARYLAND

BALTIMORE—
► **WBAL-TV (11) NBC; Petry; N, LL, LS, LF; $1,500**
► **WJZ-TV (13) ABC; Blair Tv; $1,400**
► WMAR-TV (2) CBS: Katz: N, LF, LS; **$1,500**
WITH-TV (72) 12/18/52-Unknown; Forjoe
WTLF (18) 12/9/53-Unknown

SALISBURY—
► WBOC-TV (16) ABC, CBS; Headley-Reed; N; $200

MASSACHUSETTS

ADAMS (PITTSFIELD)—
► WCDC (19) (Satellite of WTEN Vail Mills, N. Y.)

BOSTON—
► WBZ-TV (4) NBC; Peters, Griffin, Woodward; N, LS, LF: $2,400
► **WGBH-TV (*2)**
► WHDH-TV (5) ABC, CBS, NBC; Blair Tv; N, LL, LF, LS; $2,500
► **WMUR-TV (9) See Manchester, N. H.**
► WNAC-TV (7) CBS, ABC; H-R; N; **$3,000**
WXEL (38) 10/12/55-Unknown
WJDW (44) 3/12/53-Unknown

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
WTAO-TV (56) See footnote

GREENFIELD—KEENE, N. H.—BRATTLEBORO, VT.
► WRLP (32) (Satellite of WWLP Springfield)

SPRINGFIELD—
► **WHYN-TV (40) CBS; Branham; N; $600**
► WWLP (22) NBC, ABC; Hollingbery; **N, LS;** $700

WORCESTER—
WWOR-TV (14) See footnote

MICHIGAN

ANN ARBOR—
WPAG-TV (20) See footnote
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW, FLINT)—
► WNEM-TV (5) NBC, ABC; Petry; N, LF, LS; $800

CADILLAC—
► **WWTV (13) CBS, ABC; Hollingbery; $350**

CHEBOYGAN—
WTCM-TV (4) Initial Decision-6/21/57

DETROIT—
► WJBK-TV (2) CBS; Katz; N, LL, LF, LS; $2,600
► WTVS (*56)
► **WWJ-TV (4) NBC; Peters, Griffin, Woodward;** N, LF, LS; $2,400
► WXYZ-TV (7) ABC; Blair Tv; $2,200
► CKLW-TV (9) (See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown

EAST LANSING†—
► WKAR-TV (*60)

FLINT†—
WJRT (12) **5/12/54-Unknown**

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; **N; $1,175**
WMCM (23) 9/2/54-Unknown

IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC; Avery-Knodel; N, LF, LS; $1,300

LANSING—
► WJIM-TV (6) CBS, ABC; Peters, Griffin, Woodward; N; $1,000
WTOM-TV (54) See footnote

MARQUETTE—
► WDMJ-TV (6) CBS, ABC; Weed; $200

ONONDAGA—
Michigan State U. (10) Initial Decision—3/6/57
PORT HURON—
WHLS-TV (34) 11/14/56-Unknown
SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) CBS, ABC; Gill-Perna; N; $375
TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; N; $144

MINNESOTA

ALEXANDRIA—
KCMT (7) 12/5/57-May
AUSTIN—
► KMMT (6) ABC; Avery-Knodel; $200
DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; N; $500
► **WDSM-TV (6) See Superior, Wis.**
WFTV (38) See footnote
HIBBING—
WIRT (13) 2/20/58-Unknown
INTERNATIONAL FALLS—
Minneonto Television Inc. 2/13/58-Unknown
MINNEAPOLIS-ST. PAUL—
► KMSP (9) Branham; $1,000
► KSTP-TV (5) NBC; Petry; N, LF, LS; $1,650
► KTCA-TV (*2) LF
► WCCO-TV (4) CBS; Peters, Griffin, Woodward; N, LL; $1,600
► WTCN-TV (11) ABC; Katz; $1,200
ROCHESTER—
► KROC-TV (10) NBC, ABC, CBS; Meeker; N; $325

MISSISSIPPI

BILOXI†—
WVMI-TV (13) 8/1/57-Unknown
COLUMBUS—
► WCBI-TV (4) CBS, NBC, ABC; Everett-McKinney; $180
GREENWOOD—
WABG-TV (6) 1/3/58-June; CBS
GULFPORT—
WSTG (56) 8/1/57-Unknown
HATTIESBURG—
► WDAM-TV (9) NBC, ABC; Pearson; N; $175
JACKSON—
► WJTV (12) CBS, ABC; Katz; N; $400
► WLBT (3) NBC, ABC; Hollingbery; N; $400
LAUREL—
WTLM (7) 2/21/57-Unknown
MERIDIAN—
► WTOK-TV (11) CBS, ABC, NBC; Headley-Reed; N; $275
WCOC-TV (30) See footnote
TUPELO—
► WTWV (9) NBC; Masla; N; $150

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS; Headley-Reed; N; $600
COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; $300
HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS; Weed; N; $400
► **WGEM-TV (10) See Quincy, Ill.**
JEFFERSON CITY—
► KRCG (13) CBS, ABC; Blair Tv Assoc.; $275
JOPLIN—
► KODE-TV (12) CBS, ABC; Avery-Knodel; N; $300
KANSAS CITY—
► KCMO-TV (5) CBS; Katz; N, LL, LF, LS; $1,350
► KMBC-TV (9) ABC; Peters, Griffin, Woodward; N; $660 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; N, LF, LS; $1,060
KIRKSVILLE—
► KTVO (3) CBS, ABC, NBC; Hollingbery; N; $300
ST. JOSEPH—
► KFEQ-TV (2) CBS, ABC; Blair Tv Assoc.; $400
ST. LOUIS—
► **KETC (*9)**
► KMOX-TV (4) CBS; CBS Spot Sales; N; $1,500
► KSD-TV (5) NBC; NBC Spot Sls.; N, LF, LS; $1,200
► KTVI (2) ABC; Blair TV; $1,000
220 Television Inc. (11) 10/23/57-Unknown
SEDALIA†—
► KDRO-TV (6) Pearson; $200
SPRINGFIELD—
► KTTS-TV (10) CBS; Weed; N; $325
► KYTV (3) NBC, ABC; Hollingbery; N; $325

MONTANA

BILLINGS—
► KOOK-TV (2) CBS, ABC; Headley-Reed; $200
► KGHL-TV (8) NBC; Young; $200
BUTTE†—
► KXLF-TV (4) ABC; $100
KOPR-TV (6) 8/1/57-Unknown
GLENDIVE†—
► KXGN-TV (5) CBS; Webb; $125
GREAT FALLS†—
► **KFBB-TV (5) CBS, ABC, NBC; Blair Tv Assoc.; $200**
KRTV (3) 2/29/57-Unknown
HELENA—
► KXLJ-TV (12) (Satellite of KXLF-TV Butte)
KALISPELL†—
► KGEZ-TV (9) CBS; Cooke; $125
MISSOULA—
► KMSO-TV (13) CBS, ABC, NBC; Gill-Perna; $200

NEBRASKA

ALLIANCE—
Western Nebraska Tv Inc. (13) Initial Decision 3/26/58
HASTINGS—
► KHAS-TV (5) NBC; Weed; N; $250
HAYES CENTER—
► **KHPL-TV (6) (Satellite of KHOL-TV Holdredge)**
HAY SPRINGS—
► KDUH-TV (4) (Satellite of KOTA-TV Rapid City, S. D.)
KEARNEY (HOLDREDGE)—
► KHOL-TV (13) CBS, ABC; Meeker; N; $300
LINCOLN—
► KOLN-TV (10) CBS, ABC; Avery-Knodel; $450
► **KUON-TV (*12)**
NORTH PLATTE—
KNOP (2) 8/1/57-Unknown
OMAHA—
► KETV (7) ABC; H-R; N; $900
► KMTV (3) NBC; Petry; N, LL, LS, LF; $900
► WOW-TV (6) CBS; Blair Tv; N; $900
SCOTTSBLUFF†—
► KSTF (10) (Satellite of KFBC-TV Cheyenne)

NEVADA

ELKO—
KNDA (10) 11/6/56-Unknown
HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC; Avery-Knodel; N; $275
LAS VEGAS—
► KLAS-TV (8) CBS; Weed; N; $250
► **KLRJ-TV (2) See Henderson**
► KSHO-TV (13) ABC; Forjoe; $200
RENO—
► KOLO-TV (8) CBS, ABC, NBC; Pearson; $300
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
► WRLP (32) See Greenfield, Mass.
WKNE-TV (45) 4/22/53-Unknown
MANCHESTER (BOSTON)—
► WMUR-TV (9) ABC, CBS; Forjoe; $500
MT. WASHINGTON†—
► **WMTW (8) See Poland Spring, Me.**

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote
ATLANTIC CITY—
WOCN (52) 1/8/53-Unknown
WHTO-TV (46) See footnote
CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown
NEWARK (NEW YORK CITY)—
► WATV (13) Forjoe; $2,000
NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Branham; N; $400
► KOAT-TV (7) ABC; Bolling; N; $300
► KOB-TV (4) NBC; Petry; N; $410
KNME-TV (*5) 10/23/57-April
CARLSBAD—
► KAVE-TV (6) CBS, ABC, NBC; Branham; $150
CLOVIS—
► KICA-TV (12) CBS; Pearson; $150
ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker; N; $250
SANTA FE—
KVIT (2) 1/25/56-Unknown

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WTEN (10) (See Vail Mills)
► WTRI (35) ABC; Venard; $500 (has temporary authority to operate on ch. 13)
WPTR-TV (23) 6/10/53-Unknown
WTVZ (*17) 7/24/52-Unknown
BINGHAMTON—
► WINR-TV (40) NBC, ABC; Hollingbery; N; $300
► WNBF-TV (12) CBS, ABC, NBC; Blair Tv; N; $1,000
WQTV (*46) 8/14/52-Unknown
BUFFALO—
► **WBEN-TV (4) CBS; Harrington, Righter &** Parsons; N, LL, LF, LS; $1,050
► WBUF (17) NBC; NBC Spot Sls.; N; $650
► WGR-TV (2) ABC; Peters, Griffin, Woodward; N; $1,200
WNYT-TV (59) 11/23/55-Unknown
WTVF (*23) 7/24/52-Unknown
Great Lakes Tv Inc. (7) Initial Decision 1/31/56
CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC (NBC per program basis); Weed; $250
ELMIRA—
► WSYE-TV (18) NBC; Harrington, Righter & Parsons; N: $140 (Satellite WSYR-TV Syracuse)
WTVE (24) See footnote
ITHACA†—
WHCU-TV (20) 1/8/53-Unknown; CBS
WIET (*14) 1/8/53-Unknown
LAKE PLACID (PLATTSBURGH)—
► WPTZ (5) NBC, ABC; Blair Tv Assoc.; N; $400
NEW YORK—
► WABC-TV (7) ABC; Blair Tv; $4,150
► WABD-TV (5) Weed; $3,000
► **WCBS-TV (2) CBS; CBS Spot Sls.; N, LS, LF,** LL; $8,000
► **WOR-TV (9) H-R; $3,000**
► WPIX (11) Peters. Griffin. Woodward; $2,000
► WRCA-TV (4) NBC; NBC Spot Sls.; N, LL, LS, LF; $9,200
► **WATV (13) See Newark, N. J.**
WREG (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
POUGHKEEPSIE—
WKNY-TV (66) See footnote
ROCHESTER—
► WHEC-TV (10) CBS, ABC; Everett-McKinney, Bolling; N; $800
► WROC-TV (5) NBC, ABC, CBS; Peters, Griffin, Woodward; N; $800
► WVET-TV (10) CBS, ABC; Bolling; N, LF, LS; $900
WCBF-TV (15) 5/10/53-Unknown
WROH (*21) 7/24/52-Unknown
SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; N, LF, LS; $1,100
SYRACUSE—
► **WHEN-TV (8) CBS, ABC; Katz; N; $1,000**
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; N, LF, LS; $1,100
WHTV (*43) 9/18/52-Unknown
UTICA—
► WKTV (13) NBC, ABC, CBS; Cooke; N; $550
WTMV (54) Initial Decision 3/13/58
VAIL MILLS (ALBANY)—
► WTEN (10) CBS; Harrington, Righter & Parsons; N; $900 (has temporary authority to operate on ch. 10)

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) NBC, CBS; Broadcast Time Sls.; $150
► WLOS-TV (13) ABC; Venard; N; $450
CHAPEL HILL†—
► WUNC-TV (*4)
CHARLOTTE—
► WBTV (3) CBS; CBS Spot Sls.; N, LL, LS, LF; $1,000
► WSOC-TV (9) NBC, ABC; H-R; N; $900
WUTV (36) See footnote
DURHAM—
► WTVD (11) ABC, CBS; Petry; N; $550
FAYETTEVILLE†—
► WFLB-TV (18) ABC, CBS, NBC; Burn-Smith; $120
GASTONIA†—
WTVX (48) 4/7/54-Unknown
GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; N, LF, LS; $800
GREENVILLE—
► **WNCT (9) CBS, ABC; Hollingbery; N; $400**
NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown
RALEIGH—
► WRAL-TV (5) NBC; H-R; N, LF, LS; $600
WNAO-TV (28) See footnote
WASHINGTON—
► WITN (7) NBC; Headley-Reed; N; $325
WILMINGTON—
► WECT (6) NBC, ABC, CBS; Wagner-Smith Assoc.; $250
WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; N; $600
WTOB-TV (26) See footnote

NORTH DAKOTA

BISMARCK—
► KBMB-TV (12) CBS; Weed; N; $150
► KFYR-TV (5) NBC, ABC; Blair Tv Assoc.; N; $350 (Includes satellites KUMV-TV Williston, KMOT Minot)
DICKINSON—
► KDIX-TV (2) CBS, ABC; Holman; $175
FARGO—
► **WDAY-TV (6) NBC, ABC; Peters, Griffin, Woodward; N; $450**
GRAND FORKS—
► KNOX-TV (10) NBC; Rambeau, Vance, Hopple; N; $200
MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; $250
► KMOT (10) (Satellite of KFYR-TV Bismarck)
VALLEY CITY—
► KXJB-TV (4) CBS; Weed; N, LS; $550
WILLISTON—
► KUMV-TV (8) (Satellite of KFYR-TV Bismarck)

OHIO

AKRON—
► WAKR-TV (49) ABC; McGavren-Quinn; $300
ASHTABULA†—
WICA-TV (15) See footnote
CANTON†—
WTLC (29) 3/22/56-Unknown
CINCINNATI—
► WCET (*48)
► WCPO-TV (9) ABC; Blair Tv; $1,300
► WKRC-TV (12) CBS; Katz; N; $1,200
► WLWT (5) NBC; Crosley Sls.; N, LL, LF, LS; $1,500
WQXN-TV (54) 5/14/53-Unknown; Forjoe
CLEVELAND—
► **KYW-TV (3) NBC; Peters, Griffin, Woodward;** N: $1,950
► WEWS (5) ABC; Blair Tv; N; $1,560

► WJW-TV (8) CBS; Katz; N; $2,000
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV (10) CBS; Blair Tv; N; $1,200
► WLWC (4) NBC; Crosley Sls.; N, LL; $1,100
► WOSU-TV (*34)
► WTVN-TV (6) ABC; Katz; $825

DAYTON—
► WHIO-TV (7) CBS; Hollingbery; N; $850
► WLWD (2) NBC, ABC; Crosley Sls.; N; $1,100
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; N; $200

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) 9/4/52-Unknown; Petry

OXFORD—
WMUB-TV (*14) 7/19/56-September

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; N; $500
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; N; $1,000
WTOH-TV (79) 10/20/54-Unknown
Great Lakes Bcstg. Co. (11) Initial Decision-3/21/57
WGTE-TV (*30) 6/27/57-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; N; $400
► WKBN-TV (27) CBS; Raymer; N; $450
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) NBC, ABC, CBS; Pearson; $150

OKLAHOMA

ADA—
► KTEN (10) ABC, CBS, NBC; Venard; N; $225

ARDMORE—
► KVSO-TV (12) NBC; Pearson; N; $150

ELK CITY—
KSWB (8) 11/20/57-Unknown

ENID—
► KOCO-TV (5) ABC; Blair Tv Assoc.; $800

LAWTON—
► KSWO-TV (7) ABC; Pearson; $150

OKLAHOMA CITY—
► KETA (*13)
► KOCO-TV (5) See Enid, Okla.
► KWTV (9) CBS; Avery-Knodel; N; $900
► WKY-TV (4) NBC; Katz; N, LL, LF, LS; $950
KTVQ (25) See footnote

TULSA—
► KOTV (6) CBS; Petry; N; $825
► KTUL-TV (8) ABC; Avery-Knodel; $600
► KVOO-TV (2) NBC; Blair Tv Assoc.; N, LF, LS: $750
KOED-TV (*11) 7/21/54-August
KSPG (17) 2/4/54-Unknown
KCEB (23) See footnote

OREGON

COOS BAY—
KOOS-TV (16) 9/4/56-Unknown

CORVALLIS—
► KOAC-TV (*7)

EUGENE—
► KVAL-TV (13) NBC; Hollingbery; N; $360

KLAMATH FALLS—
► KOTI (2) CBS, ABC, NBC; Blair Tv Assoc.; $150

MEDFORD—
► KBES-TV (5) CBS, ABC, NBC; Blair Tv Assoc.; $250

PORTLAND—
► KGW-TV (8) ABC; Blair Tv; $800
► KOIN-TV (6) CBS; CBS Spot Sls.; N; $900
► KPTV (12) NBC; Katz; N; $800

ROSEBURG—
► KPIC (4) NBC, ABC, CBS; Hollingbery; $150 (satellite of KVAL-TV Eugene)

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WQCY (39) 8/12/53-Unknown; Weed
WFMZ-TV (67) See footnote

ALTOONA—
► WFBG-TV (10) ABC, CBS; Blair Tv; N; $750

BETHLEHEM—
WLEV-TV (51) See footnote

EASTON†—
WGLV (57) See footnote

ERIE—
► WICU-TV (12) NBC, ABC; Petry; N; $700
► WSEE (35) CBS; Young; $300

HARRISBURG—
► WHP-TV (55) CBS; Bolling; N; $325
► WTPA (27) ABC; Harrington, Righter & Parsons; N; $385
WCMB-TV (71) See footnote

HAZLETON†—
WAZL-TV (63) 12/18/52-Unknown; Meeker

JOHNSTOWN—
► WARD-TV (19) CBS; Weed; $200
► WJAC-TV (6) NBC; Katz; N, LL, LF, LS; $1,000

LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; N, LS, LF; $1,200
WLAN-TV (21) 11/8/56-Unknown

LEBANON—
► WLBR-TV (15) ABC; Blair Tv Assoc.; N; $350

LOCK HAVEN—
► WBPZ-TV (32) ABC; Devney; $100

NEW CASTLE—
► WKST-TV (45) ABC; Everett-McKinney; $350

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; N, LL, LF, LS; $3,250
► WFIL-TV (6) ABC; Blair Tv; N, LL, LF, LS; $3,200
► WHYY-TV (*35)
► WRCV-TV (3) NBC; NBC Spot Sls.; N, LL, LF, LS; $3,200
WPHD (23) 9/28/55-Unknown
WSES (29) 3/28/56-Unknown

PITTSBURGH—
► KDKA-TV (2) CBS; Peters, Griffin, Woodward; N, LF, LS; $2,000
► WIIC (11) NBC; Blair Tv; N; $1,800
► WQED (*13)
WTVQ (47) 12/23/52-Unknown; Headley-Reed
WTAE-TV (4) 7/25/57-September; ABC; Katz
WENS (16) See footnote
WKJF-TV (53) See footnote

READING—
WHUM-TV (61) See footnote

SCRANTON—
► WDAU-TV (22) CBS; H-R; N; $600
► WNEP-TV (16) ABC; Bolling; $225
WTVU (44) See footnote

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; N, LL, LS, LF; $575
► WILK-TV (34) (Satellite of WNEP-TV Scranton)

WILLIAMSPORT†—
WRAK-TV (36) 11/12/52-Unknown; Meeker

YORK—
► WNOW-TV (49) NBC; Young; $100
► WSBA-TV (43) ABC; Masla; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Petry; N; $1,300
► WPRO-TV (12) CBS; Blair Tv; N; $1,200
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) ABC; Headley-Reed; N; $150

CAMDEN†—
WACA-TV (14) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; N; $300
► WUSN-TV (2) NBC, ABC; Weed; N; $300
WTMA-TV (4) 8/1/57-Unknown (stay pending outcome of protest)

COLUMBIA—
► WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; N; $450
► WNOK-TV (67) CBS, ABC; Raymer; N; $200

FLORENCE—
► WBTW (8) CBS, ABC, NBC; CBS Spot Sls.; N; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; N; $525
WGVL (23) See footnote

SPARTANBURG—
► WSPA-TV (7) CBS; Hollingbery; N; $500

SOUTH DAKOTA

ABERDEEN†—
KXAB-TV (9) 8/30/56-May (affiliate of KXJB-TV Valley City, N. D.)

DEADWOOD†—
KDSJ-TV (5) 8/8/56-Unknown

FLORENCE—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)

MITCHELL—
KORN-TV (9) 11/13/57-Unknown

RAPID CITY†—
► KOTA-TV (3) ABC, CBS; Headley-Reed; $200 (Includes satellite KDUH-TV Hay Springs, Neb.)
► KRSD-TV (7) NBC; McGillvra; $147.75

RELIANCE†—
► KPLO-TV (6) (Satellite of KELO-TV Sioux Falls)

SIOUX FALLS—
► KELO-TV (11) CBS, ABC, NBC; H-R; $510 (Includes satellites KDLO-TV Florence and KPLO-TV Reliance)
KSOO-TV (13) 7/18/57-Unknown

TENNESSEE

BRISTOL—
► WCYB-TV (5) (See Bristol, Va.)

CHATTANOOGA—
► WDEF-TV (12) CBS; Branham; N; $450
► WRGP-TV (3) NBC: H-R; N; $400
► WTVC (9) ABC; Meeker; $425

JACKSON—
► WDXI-TV (7) CBS, ABC; Vehard; N; $250

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC; Pearson; $300

KNOXVILLE—
► WATE-TV (6) NBC; Avery-Knodel; N; $600
► WBIR-TV (10) CBS; Katz; N; $600
► WTVK (26) ABC; Pearson; N; $300

MEMPHIS—
► WHBQ-TV (13) ABC; H-R; $900
► WKNO-TV (*10)
► WMCT (5) NBC; Blair Tv; N; $900
► WREC-TV (3) CBS; Katz; $900
WAMT (48) 2/13/58-Unknown

NASHVILLE—
► WLAC-TV (5) CBS; Katz; N; $825
► WSIX-TV (8) ABC; H-R; $750
► WSM-TV (4) NBC; Petry; N; $825

TEXAS

ABILENE—
► KRBC-TV (9) NBC; Raymer; $247.50

AMARILLO—
► KFDA-TV (10) CBS; Blair Tv Assoc.; $340
► KGNC-TV (4) NBC; Katz; N; $350
► KVII (7) ABC; Venard; $300

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; N; $525

BEAUMONT—
► KFDM-TV (6) CBS, ABC; Peters, Griffin, Woodward; N; $350
► KPAC-TV (4) See Port Arthur
KBMT (31) See footnote

BIG SPRING—
► KEDY-TV (4) CBS; Branham; N; $150 (Satellite of KDUB-TV Lubbock)

BROWNWOOD—
KNBT-TV (19) 6/6/56-Unknown

BRYAN—
► KBTX-TV (3) ABC, CBS; Raymer; $150

CORPUS CHRISTI—
► KRIS-TV (6) NBC, ABC; Peters, Griffin, Woodward; N, LF, LS; $300
► KZTV (10) CBS; H-R; $300
KVDO-TV (22) See footnote

DALLAS—
► KRLD-TV (4) CBS; Branham; N, LF, LS; $1,100
► WFAA-TV (8) ABC; Petry; N; $1,000

EL PASO—
► KELP-TV (13) ABC; Avery-Knodel; $300
► KROD-TV (4) CBS; Branham; N; $450
► KTSM-TV (9) NBC; Hollingbery; N; $350

FT. WORTH—
► KFJZ-TV (11) Blair Tv; $1,000
► WBAP-TV (5) NBC; Peters, Griffin, Woodward; N, LL, LF, LS; $1,000

HARLINGEN (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; $300

HOUSTON—
► KGUL-TV (11) CBS; CBS Spot Sls.; N; $1,200
► KPRC-TV (2) NBC; Petry; N, LF, LS; $1,200
► KTRK (13) ABC; Hollingbery; N, LF, LS; $1,000
► KUHT (*8)
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LAREDO†—
► KHAD-TV (8) CBS, NBC, ABC; Pearson; $187.50

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; N; $420
► KDUB-TV (13) CBS; Branham; N, LS, LF; $350
Texas Technological College (5) Initial decision 9/9/57

LUFKIN—
► KTRE-TV (9) NBC; Venard; $225

MIDLAND—
► KMID-TV (2) NBC, ABC; Venard; N; $300

MONAHANS—
KVKM-TV (9) 8/1/57-June

NACOGDOCHES—
KTES (19) 6/21/57-Unknown

ODESSA—
► KOSA-TV (7) CBS; Bolling; $300

PORT ARTHUR (BEAUMONT)—
► KPAC-TV (4) CBS, ABC; Raymer; N; $350

SAN ANGELO—
► KCTV (8) CBS; Venard; $200

SAN ANTONIO—
► KCOR-TV (41) O'Connell; $200
► KENS-TV (5) CBS; Peters, Griffin, Woodward; N; $700
► KONO-TV (12) ABC; H-R; N; $700
► WOAI-TV (4) NBC; Petry; N, LL, LF, LS; $700

SWEETWATER (ABILENE)—
► KPAR-TV (12) CBS; Branham; N; $200 (Satellite of KDUB-TV Lubbock)

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Blair Tv Assoc.; N; $350

TEXARKANA (TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC; Venard; N; $260

TYLER—
► KLTV (7) NBC, ABC, CBS; H-R; N; $300

VICTORIA—
KMVA-TV (19) 5/2/57-Unknown

WACO (TEMPLE)—
► KWTX-TV (10) ABC, CBS; Raymer; N; $375

WESLACO (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC, ABC; Raymer; $300

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; N, LF, LS; $350
► KSYD-TV (6) CBS; Blair Tv Assoc.; N; $350

UTAH

LOGAN—
KVNU-TV (12) 2/27/58-Unknown

PROVO—
KLOR-TV (11) 12/11/57-August

SALT LAKE CITY—
► KSL-TV (5) CBS; CBS Spot Sls.; N; $600
► KTVT (4) NBC; Katz; N, LS; $700
► KUTV (2) ABC; Avery-Knodel; $600
► KUED (*7)

VERMONT

BRATTLEBORO—
► WRLP (32) See Greenfield, Mass.
BURLINGTON—
► **WCAX-TV (3) CBS; Weed; $450**

VIRGINIA

ARLINGTON—
WARL-TV (20) 10/10/56-Unknown
BRISTOL—
► WCYB-TV (5) NBC, ABC; Weed: N, LF, LS; $300
DANVILLE†—
WBTM-TV (24) See footnote
HAMPTON—
► **WVEC-TV (15) See Norfolk**
HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC; Peters, Griffin, Woodward; $250
LYNCHBURG—
► WLVA-TV (13) ABC; Hollingbery; $300
NEWPORT NEWS—
WACH-TV (33) See footnote
NORFOLK—
► WAVY-TV (10) (See Portsmouth)
► WTAR-TV (3) CBS; Petry; N, LF, LS; $875
► WTOV-TV (27) McGillvra; LL, LS; $380
► WVEC-TV (15) NBC; Avery-Knodel; N; $350
PETERSBURG—
► WXEX-TV (8) NBC; Select; N, LF, LS; $750
PORTSMOUTH—
► WAVY-TV (10) ABC; H-R; N, LF, LS; $700
RICHMOND—
► **WRVA-TV (12) CBS; Harrington, Righter & Parsons; N, LF, LS; $700**
► WTVR (6) ABC; Blair Tv Assoc.; N, LF, LS; $875
► WXEX-TV (8) See Petersburg
ROANOKE—
► **WDBJ-TV (7) CBS; Peters, Griffin, Woodward; N, LF, LS; $600**
► WSLS-TV (10) NBC, ABC; Avery-Knodel; N, LF, LS; $675

WASHINGTON

BELLINGHAM—
► **KVOS-TV (12) CBS; Forjoe; $650**
EPHRATA—
► KBAS-TV (16) (Satellite of KIMA-TV Yakima)
KENNEWICK†—
► **KTRX (31) Forjoe; $240**
PASCO—
► KEPR-TV (19) (Satellite of KIMA-TV Yakima)
SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC; Blair Tv; N, LF, LS; $1,100
► KIRO-TV (7) CBS; Peters, Griffin Woodward
► KOMO-TV (4) NBC; NBC Spot Sls.; N, LL, LF, LS; $1,125
► **KTNT-TV (11) Weed; N; $900**
► **KTVW (13) Hollingbery; $425**
SPOKANE—
► **KHQ-TV (6) NBC; Katz; N, LL, LF, LS; $625**
► **KREM-TV (2) ABC; Petry; N, LF, LS; $600**
► **KXLY-TV (4) CBS; Avery-Knodel; N; $600**
VANCOUVER†—
KVAN-TV (21) 9/25/53-Unknown; Bolling
YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC; Weed; N; $550 (Includes satellites KEPR-TV Pasco, KBAS-TV Ephrata and KLEW-TV Lewiston, Idaho.)

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC, ABC; Katz; N; $240
CHARLESTON—
► WCHS-TV (8) CBS; Branham; N, LF, LS; $650
WKNA-TV (49) See footnote
CLARKSBURG—
► WBOY-TV (12) NBC, CBS, ABC; Avery-Knodel; N; $250
FAIRMONT†—
WJPB-TV (35) See footnote
HUNTINGTON—
► WHTN-TV (13) ABC, CBS; Petry; N; $800
► WSAZ-TV (3) NBC; Katz; N, LL, LF, LS; $1,000
OAK HILL (BECKLEY)—
► WOAY-TV (4) ABC; Pearson; $200
PARKERSBURG—
► WTAP (15) NBC, CBS, ABC; Pearson; $150
WHEELING (STEUBENVILLE, OHIO)—
► **WSTV-TV (9) See Steubenville, Ohio**
► WTRF-TV (7) NBC, ABC; Hollingbery; N; $600
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC, CBS; Hollingbery; N; $300
GREEN BAY—
► WBAY-TV (2) CBS; Weed; N; $500
► WFRV-TV (5) ABC, CBS; Headley-Reed; $400
► WMBV-TV (11) See Marinette
LA CROSSE—
► WKBT (8) CBS, NBC, ABC; H-R; $360
MADISON—
► **WHA-TV (*21)**
► **WISC-TV (3) CBS; Peters, Griffin, Woodward; N, LF, LS; $550**
► WKOW-TV (27) ABC; Headley-Reed; N; $280
► WMTV (33) NBC; Young; N; $325
MARINETTE (GREEN BAY)—
► **WMBV-TV (11) NBC; Hollingbery; N; $300**
MILWAUKEE—
► **WISN-TV (12) ABC; Petry; N, LF, LS; $1,000**
► **WITI-TV (6) Branham; LL, LF, LS; $600**
► **WMVS-TV (*10)**
► **WTMJ-TV (4) NBC; Harrington, Righter & Parsons; N, LL, LF, LS; $1,450**
► **WXIX (19) CBS; CBS Spot Sls.; N; $800**
WFOX-TV (31) 5/4/55-Unknown
WCAN-TV (25) See footnote
SUPERIOR (DULUTH, MINN.)—
► KDAL-TV (3) See Duluth, Minn.
► WDSM-TV (6) NBC, ABC; Peters, Griffin, Woodward; N; $500
WAUSAU—
► WSAU-TV (7) CBS, NBC (ABC per program basis); Meeker; N; $350
WHITEFISH BAY—
► **WITI-TV (6) See Milwaukee**

WYOMING

CASPER—
► KSPR-TV (6) CBS; Walker-Rawalt; $120
► **KTWO-TV (2) NBC, ABC; Meeker; $150**
CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC; Hollingbery; N; $200
RIVERTON—
► KWRB-TV (10) CBS; Meeker; $150
SHERIDAN—
KTWX-TV (9) 5/8/57-May; Meeker

ALASKA

ANCHORAGE†—
► **KENI-TV (2) ABC, NBC; Fletcher; $150**
► **KTVA (11) CBS; Alaska Radio-Tv Sls.; $150**
FAIRBANKS†—
► **KFAR-TV (2) NBC, ABC; Fletcher, Day; $150**
► **KTVF (11) CBS; Alaska Radio-Tv Sls.; $135**
JUNEAU†—
► KINY-TV (8) CBS; Alaska Radio-Tv Sls.; $60

GUAM

AGANA†—
► KUAM-TV (8) ABC, CBS, NBC; Intercontinental; $120

HAWAII

HILO†—
► **KHBC-TV (9) (Satellite of KGMB-TV Honolulu)**
HONOLULU†—
► **KGMB-TV (9) CBS; Peters, Griffin, Woodward;** $400 (Includes satellites KMAU-TV Wailuku, KHBC-TV Hilo.)
► **KHVH-TV (13) Smith Assoc.; LL, LF, LS**
► KONA (2) NBC; NBC Spot Sls.; $350
► **KULA-TV (4) ABC; Young; $300**
WAILUKU†—
► **KMAU-TV (3) (Satellite KGMB-TV Honolulu)**
► **KMVI-TV (12) (Satellite KONA Honolulu)**

PUERTO RICO

CAGUAS†—
WKBM-TV (11) 5/3/56-Unknown
MAYAGUEZ†—
► **WORA-TV (5) ABC, CBS; Inter-American; $150**
Dept. of Education of Puerto Rico (3) Initial Decision 10/16/57
PONCE†—
► WRIK-TV (7) CBS, ABC; Inter-American; N, LF; $150
► WSUR-TV (9) Pan American Bcstg.; $150
SAN JUAN†—
► WAPA-TV (4) NBC, ABC; Caribbean Networks; $325
► WKAQ-TV (2) CBS; Inter-American; $375
► WIPR-TV (*6)

CANADA

ARGENTIA, NFLD.†—
► CJOX-TV (10) (satellite of CJON-TV St. John's)
BARRIE, ONT.—
► CKVR-TV (3) CBC; Mulvihill, Young; $300
BRANDON, MAN.—
► **CKX-TV (5) CBC; All-Canada, Weed; $170**
CALGARY, ALTA.†—
► CHCT-TV (2) CBC; All-Canada, Weed; $350
CHARLOTTETOWN, P.E.I.—
► CFCY-TV (13) CBC; All-Canada, Weed; $190
EDMONTON, ALTA.—
► CFRN-TV (3) CBC; Tv Reps. Ltd., Young; $400
ELLIOT LAKE, ONT.—
CKSO-TV-1 (3) (Satellite CKSO-TV Sudbury, Ont.)
HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; $300
HAMILTON, ONT.†—
► CHCH-TV (11) CBC; All-Canada, Young; $550
JONQUIERE, QUE.—
CKRS-TV (12) CBC; Young, Hardy; $250
KAMLOOPS, B. C.†—
CFCR-TV (4) CBC; All-Canada, Young; $75
KAPUSKASING, ONT.—
► CFCL-TV-1 (3) (Satellite of CFCL-TV Timmons, Ont.)
KELOWNA, B. C.†—
► CHBC-TV (2) CBC; All-Canada, Weed; $170
KINGSTON, ONT.—
► **CKWS-TV (11) CBC; All-Canada, Weed; $280**
KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; $450
LETHBRIDGE, ALTA.—
► **CJLH-TV (7) CBC; All-Canada, Weed; $160**
LONDON, ONT.—
► CFPL-TV (10) CBC; All-Canada, Weed; $525
MATANE, QUE.—
► CKBL-TV (9) CBC; Hardy; $160
MEDICINE HAT, ALTA.—
► **CHAT-TV (6) CBC; Weed; $100**
MONCTON, N. B.—
► CKCW-TV (2) CBC; Stovin-Byles, Young; $250
MONTREAL, QUE.—
► CBFT (2) CBC (French), CBC; $1,000
► CBMT (6) CBC; $750
NORTH BAY, ONT.—
► CKGN-TV (10) CBC; Young, Mulvihill, Hunt; $180
OTTAWA, ONT.—
► CBOFT (9) CBC (French), CBC; $300
► CBOT (4) CBC; $400
PENTICTON, B. C.—
CHBC-TV-1 (13) Satellite of CHBC-TV Kelowna, B. C.
PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; $265
PORT ARTHUR, ONT.—
► CFCJ-TV (2) CBC; All-Canada, Weed; $225
PRINCE ALBERT, SASK.—
► CKBI-TV (5) CBC; All-Canada, Weed; $175
QUEBEC CITY, QUE.—
► **CFCM-TV (4) CBC; Hardy, Weed; $475**
► CKMI-TV (5) CBC; Stovin-Byles, Weed; $250
RED DEER, ALTA.—
► CHCA-TV (6) CBC; Hunt, Potts; $100
REGINA, SASK.—
► **CKCK-TV (2) CBC; All-Canada, Weed; $300**
RIMOUSKI, QUE.—
► CJBR-TV (3) CBC (French); Stovin-Byles, Young; $260
ROUYN, QUE.†—
► CKRN-TV (4) CBC (French); Weed; $160
ST. JOHN, N. B.†—
► CHJS-TV (4) CBC, ABC, CBS, NBC; All-Canada, Weed; $300
ST. JOHN'S, NFDL.†—
► CJON-TV (6) ABC, CBS, NBC; Weed, Stovin-Byles; $230
SASKATOON, SASK.—
► CFQC-TV (8) CBC, ABC, CBS, NBC; Young; $260
SAULT STE. MARIE, ONT.†—
► CJIC-TV (2) CBC, ABC, CBS, NBC; Weed, All-Canada; $200
SHERBROOKE, QUE.†—
► CHLT-TV (7) CBC (French); Canadian Reps., Hardy; $460
SUDBURY, ONT.—
► **CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; $270**
SWIFT CURRENT, SASK.—
► **CFJB-TV (5) Forjoe; $120**
SYDNEY, N. S.†—
► **CJCB-TV (4) CBC; All-Canada, Weed; $275**
TIMMINS, ONT.—
► **CFCL-TV (6) CBC; Mulvihill, Hunt; $180**
TORONTO, ONT.—
► CBLT (6) CBC; $1,000
TROIS RIVIERES—
► CFTM-TV (13) CBC (French); Weed, Hardy, Hunt
VANCOUVER, B. C.†—
► CBUT (2) CBC; $580
VERNON, B. C.—
CHBC-TV-2 (7) (Satellite CHBC-TV Kelowna)
VICTORIA, B. C.—
► CHEK-TV (6) CBC; Forjoe; $210
WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC; Young; $1,400
WINGHAM, ONT.—
► CKNX-TV (8) CBC; All-Canada, Young; $235
WINNIPEG, MAN.†—
► CBWT (4) CBC; $400

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Times Sales; $240
MEXICALI—
► XEM-TV (3) National Time Sales, Oakes; $200
TIJUANA (SAN DIEGO)—
► XETV (6) ABC; Weed; $800

The following stations have suspended regular operation but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WEZI Louisville, Ky.; WWOR-TV Worcester, Mass.; WTVE (TV) Elmira, N. Y.; WFTV (TV) Duluth; WCOC-TV Meridian, Miss.; WHTO-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WICA-TV Ashtabula, Ohio; WGVL (TV) Greenville, S. C.; WUTV (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WTOB-TV Winston-Salem, N. C.; KVDO-TV Corpus Christi, Tex.; WKJF-TV Pittsburgh, Pa.; WNAO-TV Raleigh, N. C.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WHUM-TV Reading, Pa.; WCAN-TV Milwaukee; WTAO-TV Cambridge, Mass.; WENS (TV) Pittsburgh; WTVU (TV) Scranton, Pa.; WTOM-TV Lansing, Mich.; KMBT (TV) Beaumont, Tex.; WKNY (TV) Poughkeepsie, N. Y.; WATL-TV Atlanta, Ga.; WCMB-TV Harrisburg, Pa.; WGBS-TV Miami; WLEV Bethlehem, Pa.; WGLV Easton, Pa.; KVVG (TV) Tulare, Calif.; WJHP-TV Jacksonville, Fla.; WPAG-TV Ann Arbor, Mich.; WJPB-TV Fairmont, W. Va.

TV NETWORK SHOWSHEET

THE PROGRAMS, THE SCHEDULES, THE SPONSORS *Published first issue in each quarter*

The information in the tv showsheet is listed by day in morning, afternoon and evening blocks. Within each segment, the networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; F, film; L, live; C, color. All times are NYT.

SUNDAY MORNING

10-11 a.m.

ABC-TV No network service.

CBS-TV 10-10:30 *Lamp Unto My Feet*, sust., L; 10:30-11 *Look Up and Live*, sust., L.

NBC-TV No network service.

11 a.m.-Noon

ABC-TV No network service.

CBS-TV 11-11:30 *Eye on New York*, sust., L; 11:30-12 *Camera Three*, sust., L.

NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV No network service.

CBS-TV 12-12:30 *Our Miss Brooks*, sust., L; 12:30-1 *Wild Bill Hickok*, Kellogg, F.

NBC-TV No network service.

1-2 p.m.

ABC-TV No network service.

CBS-TV No network service.

NBC-TV No network service.

2-3 p.m.

ABC-TV No network service.

CBS-TV No network service.

NBC-TV 2-2:30 See Specials; 2:30-3 *Wisdom*, sust., F.

3-4 p.m.

ABC-TV 3-3:30 *Johns Hopkins File*, sust., L; 3:30-4 *Dean Pike*, sust., L.

CBS-TV No network service.

NBC-TV 3-3:30 *Youth Wants To Know*, sust., L; 3:30-4 *Look Here*, sust., L.

4-5 p.m.

ABC-TV 4-4:30 TBA; 4:30-5 *Paul Winchell Presents*, Hartz Mountain Products, L.

CBS-TV 4-4:30 No network service; 4:30-5 *Face the Nation*, sust., L.

NBC-TV 4-5 *Wide Wide World*, General Motors, L, alt. *Omnibus*, Aluminium Ltd., Union Carbide, L.

5-6 p.m.

ABC-TV 5-5:30 *Texas Rangers*, Sweets Co., F; 5:30-6 *Lone Ranger*, General Mills, F.

CBS-TV No network service.

NBC-TV 5-5:30 *Wide Wide World*, *Omnibus* cont.; 5:30-6 *Saber of London*, Sterling Drug, F.

SUNDAY EVENING

6-7 p.m.

ABC-TV No network service.

CBS-TV 6-6:25 *The Last Word*, sust., L; 6:25-6:30, *News*, sust., L; 6:30-7 *Twentieth Century*, Prudential, F.

NBC-TV 6-6:30 *Meet the Press*, Pan American, L; 6:30-7 *Outlook*, sust., F.

7-8 p.m.

ABC-TV 7-7:30 No network service; 7:30-8 *Maverick*, Kaiser Companies, F.

CBS-TV 7-7:30 *Lassie*, Campbell Soup, F; 7:30-8 *Bachelor Father*, alt., *Jack Benny*, American Tobacco, L, F.

NBC-TV *My Friend Flicka*, sust., F, C; 7:30-8 *No Warning*, Lorillard, Royal McBee, F.

8-9 p.m.

ABC-TV 8-8:30 *Maverick*, cont.; 8:30-9 *Adventure at Scott Island*, Reynolds, F.

CBS-TV 8-9 *Ed Sullivan*, Mercury, Eastman-Kodak, alt., L.

NBC-TV 8-9 *Steve Allen Show*, Greyhound, U. S. Time, Pharmacraft, Polaroid, L.

9-10 p.m.

ABC-TV 9-9:30 *Caesar-Coca Show*, Helena Rubinstein, L; 9:30-10 *You Asked for It*, Skippy Peanut Butter, F.

CBS-TV 9-9:30 *GE Theatre*, General Electric, F; 9:30-10 Alfred Hitchcock, Bristol-Myers, F.

NBC-TV 9-10 *Dinah Shore Chevy Show*, Chevrolet, L, C.

10-11 p.m.

ABC-TV 10-10:30 *Your Neighbor—The World*, sust., F; 10:30-11 No network service.

CBS-TV 10-10:30 *$64,000 Challenge*, Lorillard, Revlon, alt., L; 10:30-11 *What's My Line?*, Helene Curtis, Remington Rand, alt., L.

NBC-TV 10-10:30 *Loretta Young*, Procter & Gamble, F; 10:30-11 No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV No network service.

CBS-TV No network service.

NBC-TV *Today*, part., L.

8-9 a.m.

ABC-TV No network service.

CBS-TV 8-8:45 *Captain Kangaroo;* 8:45-9 CBS Morning News.

NBC-TV *Today*, cont.

9-10 a.m.

ABC-TV No network service.

CBS-TV No network service.

NBC-TV *Today*, cont.

10-11 a.m.

ABC-TV No network service.

CBS-TV *Garry Moore Show;* 10-10:30 (Mon.-Thurs.), Gerber, General Foods, Dow Chemical, Nestle, General Mills, (Fri. 10-11:30) Sunshine Biscuit, Campbell Soup, Lever Bros., Vick, Fla. Citrus Comm., Hoover, L.; 10:30-11 (Mon.-Thurs.) *Arthur Godfrey Time*, Standard Brands, General Foods, Armour, Bristol-Myers, Pharma-Craft, L.

NBC-TV 10-10:30 *Dough Re Mi*, sust., L; 10:30-11 *Treasure Hunt*, part., L.

11 a.m.-Noon

ABC-TV No network service.

CBS-TV 11-11:30 *Arthur Godfrey Time*, cont.; 11:30-12 *Dotto*, Colgate-Palmolive, L.

NBC-TV 11-11:30 *The Price Is Right*, part., L; 11:30-12 No network service.

MONDAY-FRIDAY AFTERNOON

Noon-1 p.m.

ABC-TV No network service.

CBS-TV 12-12:15 *Hotel Cosmopolitan*, sust.; 12:15-12:30 *Love of Life*, American Home Products, Procter & Gamble; 12:30-1 *Search for Tomorrow*, Procter & Gamble.

NBC-TV 12-12:30 *Tic Tac Dough*, part., L; 12:30-1 *It Could Be You*, part., L.

1-2 p.m.

ABC-TV No network service.

CBS-TV 1-1:15 *Guiding Light*, Procter & Gamble, L; 1:25-1:30 *Network News;* 1:30-2 *As the World Turns*, Procter & Gamble, Vick, Pillsbury, Swift, Chicken of the Sea, Atlantis Sales.

NBC-TV No network service.

2-3 p.m.

ABC-TV No network service.

CBS-TV 2-2:30 *Beat the Clock*, Nestle, Atlantis Sales, Sunshine, Purex, General Mills, Johnson & Johnson, Vick, Bristol-Myers, Kodak, Lever Bros., sust.; 2:30-3 *Art Linkletter's House Party*, Kellogg, Lever Bros., Pillsbury, Swift, Campbell Soup, Standard Brands, Toni, Staley, Carnation.

NBC-TV 2-2:30 No network service; 2:30-3 *Kitty Foyle*, sust. L.

3-4 p.m.

ABC-TV 3-3:30 *American Bandstand*, Co-op, L; 3:30-4 *Do You Trust Your Wife*, part., L.

CBS-TV 3-3:30 *The Big Payoff*, Colgate-Palmolive, sust., L; 3:30-4 *The Verdict is Yours*, General Mills, Toni, Swift, Atlantis Sales, Standard Brands, Bristol-Myers, Chicken of the Sea, Johnson & Johnson, Libby.

NBC-TV 3-4 *Matinee Theatre*, part., L, C.

4-5 p.m.

ABC-TV 4-5 *American Bandstand*, part., L.

CBS-TV 4-4:15 *The Brighter Day*, Procter & Gamble, L; 4:15-4:30 *Secret Storm*, American Home Products, sust., L; 4:30-5 *Edge of Night*, Procter & Gamble, Standard Brands, Fla. Citrus Comm., Vick, Atlantis Sales, Pet Milk, Pillsbury, Swift, L.

NBC-TV 4-4:45 *Queen for a Day*, part., L; 4:45-5 *Modern Romances*, Sterling Drug, Brillo, part., L.

5-6 p.m.

ABC-TV 5-5:30 (Mon.) *Superman*, Kellogg, F; (Tues.) *Sir Lancelot*, Kellogg, Corn Products, Joe Lowe Corp., F; (Wed.) *Wild Bill Hickok*, Kellogg, Procter & Gamble, F; (Thurs.) *Woody Woodpecker*, Kellogg, F; (Fri.) *The Buccaneers*, Kellogg, Corn Products, F; 5:30-6 *Mickey Mouse Club*, AmPar, Armour, B. F. Goodrich, Bristol-Myers, General Mills, General Foods, Intl. Shoe, Mattel, Miles Labs., Mars, Pillsbury, F.

CBS-TV No network service.

NBC-TV 5-5:30 *Comedy Time*, part., F; 5:30-6 No network service.

6-7 p.m.

ABC-TV No network service.

CBS-TV 6-6:45 No network service; 6:45-7 *News*, Brown & Williamson, Whitehall, L.

NBC-TV 6-6:45 No network service; 6:45-7 *NBC News*, American Home Products, (alt. Tues., Thurs.), Nestle (alt. Thurs.).

7-7:30 p.m.

ABC-TV 7-7:15 *Sports Focus*, sust., L; 7:15-7:30 John Daly-News, sust., L.

CBS-TV 7-7:15 No network service; 7:15-7:30 *News*, Brown & Williamson, Whitehall, L.

NBC-TV 7-7:30 No network service.

MONDAY EVENING

7:30-8 p.m.

ABC-TV *Face of America*, sust., F.

CBS-TV *Robin Hood*, Johnson & Johnson, Wildroot, alt., F.

NBC-TV *The Price is Right*, Speidel & RCA Victor, alt., L, C.

8-9 p.m.

ABC-TV 8-8:30 *Love That Jill*, Max Factor, L; 8:30-9 *Bold Journey*, Ralston-Purina, F.

CBS-TV 8-8:30 *Burns & Allen*, General Mills, Carnation, alt., F; 8:30-9 *Talent Scouts*, Lipton, Toni, alt., L.

NBC-TV 8-8:30 *Restless Gun*, Warner-Lambert, F; 8:30-9 *Wells Fargo*, Buick, American Tobacco, F.

9-10 p.m.

ABC-TV 9-9:30 *Voice of Firestone*, Firestone, L; 9:30-10 *Lawrence Welk, Top Tunes and New Talent*, Dodge, Plymouth, L.

CBS-TV 9-9:30 *Danny Thomas*, General Foods, F; 9:30-10 *December Bride*, General Foods, F.

NBC-TV 9-9:30 *Twenty-one*, Pharmaceuticals Inc., L; 9:30-10 *Alcoa Theatre*, *Goodyear Theatre*, alt., Alcoa, Goodyear, F.

10-11 p.m.

ABC-TV 10-10:30 *Lawrence Welk, Top Tunes and New Talent*, cont.; 10:30-11 No network service.

CBS-TV 10-11 *Studio One in Hollywood*, Westinghouse, L.

NBC-TV 10-11 *Suspicion*, Philip Morris, L, F.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV *Cheyenne*, General Electric, alt., *Sugarfoot*, American Chicle, Luden's, Colgate-Palmolive, F.

CBS-TV *Name That Tune*, Kellogg, Whitehall, alt., L.

NBC-TV *Treasure Hunt*, Glamorene, Hazel Bishop, alt., L.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne*, cont.; 8:30-9 *Wyatt Earp*, General Mills, Procter & Gamble, alt., F.

CBS-TV 8-8:30 *Mr. Adams and Eve*, R. J. Reynolds, F; 8:30-9 *Wingo*, Toni, F.

NBC-TV 8-9 *George Gobel—Eddie Fisher*, alt., RCA Whirlpool, Liggett & Myers, L, C.

9-10 p.m.

ABC-TV 9-9:30 *Broken Arrow*, General Mills, Procter & Gamble, alt., F; 9:30-10 *Pantomime Quiz*, Associated Products, L.

CBS-TV 9-9:30 *To Tell The Truth*, Pharmaceuticals Inc., L; 9:30-10 *Red Skelton Show*, S. C. Johnson & Son, Pet Milk, alt., F.

NBC-TV 9-9:30 *Adventures of McGraw*, Procter & Gamble. F, 9:30-10 *Bob Cummings Show*, R. J. Reynolds, Chesebrough-Pond's, F.

10-11 p.m.

ABC-TV 10-10:30 *West Point*, Phillips-Van Heusen, F; 10:30-11 No network service.

CBS-TV 10-10:30 *The $64,000 Question*, Revlon, L; 10:30-11 No network service.

NBC-TV *Californians*, Singer, Lipton, alt., F; 10:30-11 No network service.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV *Disneyland*, General Mills, General Foods, Reynolds Metals, Derby Foods, F.

CBS-TV *I Love Lucy*, Gold Seal, F.

NBC-TV *Wagon Train*, Edsel, Drackett, Lewis-Howe, alt., F.

8-9 p.m.

ABC-TV 8-8:30 *Disneyland*, cont.; 8:30-9 *Tombstone Territory*, Bristol-Myers, F.

CBS-TV 8-8:30 *Leave It To Beaver*, Remington Rand and sust., F; 8:30-9 *The Big Record*, Oldsmobile, Armour, Pillsbury, Kellogg, alt., L.

NBC-TV 8-8:30 *Wagon Train*, cont.; 8:30-9 *Father Knows Best*, Scott, Lever Bros., alt., F.

9-10 p.m.

ABC-TV 9-9:30 *Adventures of Ozzie & Harriet*, Eastman Kodak, F; 9:30-10 *Betty White Show*, Plymouth, L.

CBS-TV 9-9:30 *The Millionaire*, Colgate, F; 9:30-10 *I've Got a Secret*, R. J. Reynolds, L.

NBC-TV 9-10 *Kraft Television Theatre*, Kraft Foods, L, C.

10-11 p.m.

ABC-TV 10-11 *Wednesday Night Fights*, Miles Co., Mennen, L.

CBS-TV 10-11 *U. S. Steel Hour*, U. S. Steel, *Armstrong Circle Theatre*, Armstrong Cork, alt., L.

NBC-TV 10-10:30 *This is Your Life*, Procter & Gamble, L; 10:30-11 No network service.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV *Circus Boy*, Mars, Kellogg, F.

CBS-TV *Sgt. Preston of the Yukon*, Quaker Oats, F.

NBC-TV *Tic Tac Dough*, Warner-Lambert, RCA Victor, L, C.

8-9 p.m.

ABC-TV 8-8:30 *Zorro*, A. C. Spark Plugs, Seven-Up Co., F; 8:30-9 *The Real McCoys*, Sylvania, F.

CBS-TV 8-8:30 *Richard Diamond*, P. Lorillard, F; 8:30-9 *Climax*, Chrysler Motors, L; (8:30-9:30 *Shower of Stars*, once a month).

NBC-TV 8-8:30 *You Bet Your Life*, Toni, De Soto, alt., F; 8:30-9 *Dragnet*, General Foods, Liggett & Myers, F.

9-10 p.m.

ABC-TV 9-9:30 *Pat Boone Chevy Showroom*, Chevrolet, L; 9:30-10 *Navy Log*, U. S. Rubber, F.

CBS-TV 9-9:30 *Climax*, cont.; 9:30-10 *Playhouse 90*, Bristol-Myers, American Gas Assn., Philip Morris, Kimberly-Clark, All State Inc., alt., L and F.

NBC-TV 9-9:30 *The People's Choice*, American Home Products, Borden, alt., F; 9:30-10 *Tennessee Ernie Ford*, Ford, L.

10-11 p.m.

ABC-TV 10-10:30 *Make Me Laugh*, American Tobacco, L; 10:30-11 No network service.

CBS-TV 10-10:30 *Playhouse 90*, cont.; 10:30-11 *Playhouse 90*, cont.

NBC-TV 10-10:30 *Lux Show* starring Rosemary Clooney, Lever Bros., L, C; 10:30-11 *Jane Wyman Show*, Hazel Bishop, Quaker Oats, alt., F.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV *Rin Tin Tin*, National Biscuit Co., F.

CBS-TV *Dick and the Duchess*, sust., F.

NBC-TV *Truth or Consequences*, Sterling Drug, L.

8-9 p.m.

ABC-TV 8-8:30 *Jim Bowie*, American Chicle, F; 8:30-9 *Colt .45*, sust., F.

CBS-TV 8-8:30 *Track Down*, American Tobacco Co., Socony, F; 8:30-9 *Zane Grey Theatre*, General Foods, Ford, alt., F.

NBC-TV 8-8:30 *Court of Last Resort*, P. Lorillard, F; 8:30-9 *Life of Riley*, Lever, F.

9-10 p.m.

ABC-TV 9-9:30 *Frank Sinatra Show*, Chesterfield, Bulova, L; 9:30-10 *Patrice Munsel Show*, Buick, Frigidaire, L.

CBS-TV 9-9:30 *Phil Silvers Show*, R. J. Reynolds, Procter & Gamble, alt., F; 9:30-10 *Schlitz Playhouse*, Schlitz, F.

NBC-TV 9-9:30 *M Squad*, American Tobacco, Hazel Bishop, alt., F; 9:30-10 *The Thin Man*, Colgate-Palmolive, F.

10-11 p.m.

ABC-TV 10-10:30 *Holiday Hand Book*, sust., F; 10:30-11 No network service.

CBS-TV 10-10:30 *The Lineup*, Brown & Williamson, Procter & Gamble, alt., F; 10:30-11 *Person to Person*, Time Inc., American Oil, Florist Telegraph Del., alt., L.

NBC-TV 10-10:30 *Cavalcade of Sports*, Gillette, L; 10:30-11 *Comment*, sust., L.

SATURDAY MORNING

9-10 a.m.

ABC-TV No network service.

CBS-TV 9-9:30 No network service; 9:30-10 *Captain Kangaroo*, sust., L.

NBC-TV No network service.

10-11 a.m.

ABC-TV No network service.

CBS-TV 10-10:30 *Captain Kangaroo*, cont.; 10:30-11 *Mighty Mouse Playhouse*, General Foods, Colgate-Palmolive, alt., F.

NBC-TV 10-10:30 *Howdy Doody*, Continental Baking, L; 10:30-11 *Ruff & Reddy*, General Foods, alt., sust., F. L.

11 a.m.-Noon

ABC-TV No network service.

CBS-TV 11-11:30 *Heckle & Jeckle*, sust., F; 11:30-12 *Saturday Playhouse*, sust., F.

NBC-TV 11-11:30 *Fury*, Bordens, General Foods, F; 11:30-12 *Andy's Gang*, Minnesota Mining & Mfg. alt., sust., L.

SATURDAY AFTERNOON

Noon-1 p.m.

ABC-TV No network service.

CBS-TV 12-1 *Jimmy Dean Show*, Armstrong, alt., sust., L.

NBC-TV 12-12:30 *True Story*, Sterling Drug, L; 12:30-1 *Detective's Diary*, Sterling Drug, F.

1-2 p.m.

ABC-TV No network service.

CBS-TV 1-1:30 *The Lone Ranger*, General Mills, Nestle, alt., F; 1:30-2 No network service.

NBC-TV 1-2 No network service.

2-7:30 p.m.

ABC-TV No network service.

CBS-TV No network service.

NBC-TV No network service.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV *Dick Clark Show*, Beech-Nut Life Savers, L.

CBS-TV 7:30-8 *Perry Mason*, Libby-Owens-Ford Glass, Armour, Pillsbury, Bristol-Myers, alt., F.

NBC-TV *People Are Funny*, Reynolds, Toni, alt., F.

SPECIAL PROGRAMS

CBS-TV

April 7: 9-10 p.m.
The Lucille Ball-Desi Arnez Show
April 13: 5-6 p.m.
Conquest
April 19: 12-1 p.m.
Concert from Carnegie Hall
April 19: 7:30-9 p.m.
DuPont Show of the Month
April 19: 9-10 p.m.
High Adventure with Lowell Thomas
April 24: 8:30-9:30 p.m.
Shower of Stars
May 9: 9:30-11 p.m.
DuPont Show of the Month
May 28: 10-11 p.m.
High Adventure with Lowell Thomas
June 7: 9:30-11 p.m.
DuPont Show of the Month

NBC-TV

April 9: 9-10 p.m.
Swing Into Spring
April 15: 9-10 p.m.
Jerry Lewis Show
April 15: 10-11:30 p.m.
The Emmy Awards
April 18: 7:30-8:30 p.m.
Shirley Temple's Storybook
"Son of Aladdin"
April 25: 9:30-11:00 p.m.
Dial M for Murder
April 27: 6:30-7:30 p.m.
Hansel & Gretel
May 8: 7:30-8:30 p.m.
Shirley Temple's Storybook
"Sleeping Beauty"
May 16: 10-11 p.m.
Jerry Lewis Show
June 8 (tentative): 8-9 p.m.
Shirley Temple's Storybook
"The Emperor's New Clothes"

8-9 p.m.

ABC-TV 8-9 *Country Music Jubilee*, Williamson-Dickie, L.

CBS-TV 8-8:30 *Perry Mason*, cont.; 8:30-9 *Top Dollar*, Brown & Williamson, F.

NBC-TV 8-9 *Perry Como*, American Dairy, Knomark, Noxema, RCA-Whirlpool, Kleenex, Sunbeam, Polaroid, alt., L, C.

9-10 p.m.

ABC-TV 9-10 *Lawrence Welk Show*, Dodge, L.

CBS-TV 9-9:30 *Gale Storm Show*, Nestle, Helene Curtis, alt., F; 9:30-10 *Have Gun, Will Travel*, Whitehall, Lever, alt., F.

NBC-TV 9-9:30 *Club Oasis*, Liggett & Myers, alt., *Polly Bergen*, Max Factor, L; 9:30-10 *Film Anthology*, Scott, Schick, F.

10-11 p.m.

ABC-TV 10-10:30 *Mike Wallace Interview*, Philip Morris, L; 10:30-11 No network service.

CBS-TV 10-10:30 *Gunsmoke*, Liggett & Myers, Remington Rand, alt., F; 10:30-11 No network service.

NBC-TV 10-10:30 *Ted Mack's Amateur Hour*, Pharmaceuticals, L; 10:30-11 *Your Hit Parade*, American Tobacco, Toni, L, C.

RADIO NETWORK SHOWSHEET

THE PROGRAMS, THE SCHEDULES, THE SPONSORS *Published first issue in each quarter*

The information in the radio showsheet is listed by day in morning, afternoon and evening blocks. Monday-Friday radio programming is listed as one unit; where programming varies from day to day this information appears within the individual network time segments. Within each segment, the networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; seg., segmented. All times are NYT. The CBS Radio schedule applies only to the week April 6-12.

SUNDAY MORNING

7-8 a.m.

ABN No network service.

CBS 7-7:30 No network service; 7:30-8 *Morning Meditation*, sust.

MBS No network service.

NBC No network service.

8-9 a.m.

ABN 8-8:30 *Radio Bible Class*, Radio Bible Class; 8:30-9 *Wings of Healing*, Dr. Thomas Wyatt.

CBS 8-8:15 *News*, sust.; 8:15-8:30 *Keyboard Concerts*, sust.; 8:30-9 *Sunday Morning Gathering*, sust.

MBS No network service.

NBC No network service.

9-10 a.m.

ABN 9-9:05 *Weekend News*, sust.; 9:05-9:30 No network service; 9:30-10 *Voice of Prophecy*, Voice of Prophecy Inc.

CBS 9-9:15 *CBS Radio World News Roundup*, Edsel, seg.; 9:15-9:30 *The Music Room*, sust.; 9:30-10 *Church of the Air*, sust.

MBS 9-9:30 *Wings of Healing*, Wings of Healing; 9:30-10 *Back to God*, Christian Reformed Church.

NBC 9-9:05 *News*, sust.; 9:05-9:15 *World News Roundup*, co-op; 9:15-9:30 *Art of Living*, sust.; 9:30-10 *Voice of Prophecy*, Voice of Prophecy Inc.

10-11 a.m.

ABN 10-10:05 *Weekend News*, sust.; 10:05-10:30 *Message of Israel*, sust.; 10:30-10:35 *Weekend News*, sust.; 10:35-11 *Negro College Choirs*, sust.

CBS 10-10:05 *Robert Trout-News*, Chevrolet; 10:05-10:30 *E. Power Biggs*, sust.; 10:30-11 *Invitation to Learning*, sust.

MBS 10-10:30 *Radio Bible Class*, Radio Bible Class; 10:30-11 *Voice of Prophecy*, Voice of Prophecy Inc.

NBC 10-10:05 *News*, sust.; 10:05-10:30 *National Radio Pulpit*, sust.; 10:30-11 *Monitor**.

11 a.m.-Noon

ABN 11-11:30 No network service; 11:30-11:35 *Weekend News*, sust.; 11:35-12 *Christian in Action*, sust.

CBS 11-11:05 *CBS News*, sust.; 11:05-11:15 *Charles Collingwood*, seg.; 11:15-11:30 *Howard K. Smith*, sust.; 11:30-12 *Salt Lake City Tabernacle*, sust.

MBS 11-11:15 *Frank & Ernest*, Dawn Bible Students Assn.; 11:15-11:30 *How Christian Science Heals*, First Church of Christ, Scientist; 11:30-11:35 *News*, sust.; 11:35-12 *UN News Around the World*, sust.

NBC 11-12 *Monitor**.

SUNDAY AFTERNOON

Noon-1 p.m.

ABN 12-12:30 No network service; 12:30-1 *Moods in Melody*, sust.

CBS 12-12:05 *Robert Trout-News*, Chevrolet; 12:05-12:30 *Vincent Lopez Orchestra*, sust.; 12:30-12:55 *Guy Lombardo Orchestra*, sust.; 12:55-1 *Ford Road Show*, Ford.

MBS 12-12:05 *News*, co-op; 12:05-12:30 *The Space Age*, co-op; 12:30-12:35 *Frankie Frisch*, Quaker State Oil Refining Corp.; 12:35-12:45 *America's Top Tunes*, co-op; 12:45-1 *How Christian Science Heals*, First Church of Christ, Scientist.

NBC 12-12:30 *Monitor**; 12:30-1 *The Eternal Light*, sust.

CONTINUED

SUNDAY AFTERNOON (Cont.)

1-2 p.m.

ABN 1-1:15 *As We See It*, sust.; 1:15-1:30 *It's Your Business*, sust.; 1:30-1:35 *Weekend News*, R. J. Reynolds, General Mills; 1:35-2 *Pilgrimage*, sust.

CBS 1-1:05 *CBS News*, sust.; 1:05-2 *The Best in Music*, sust.

MBS 1-1:15 *News*, co-op; 1:15-1:30 *Keep Healthy*, sust.; 1:30-2 *Luthern Hour*, Lutheran Layman's League.

NBC 1-1:30 *Monitor**; 1:30-2 *The Lutheran Hour*, Lutheran Layman's League.

2-3 p.m.

ABN 2-2:30 *Oral Roberts*, Oral Roberts Evangelistic Assn.; 2:30-3 *Herald of Truth*, Highland Churches of Christ.

CBS 2-2:05 *Robert Trout-News*, Chevrolet; 2:05-2:30 *Masters Golf Tournament*, sust.; 2:30-2:55 *Frontier Gentlemen*, sust.; 2:55-3 *Ford Road Show*, Ford.

MBS 2-2:05 *News*, sust.; 2:05-2:30 *Warmup, Game of the Day*, sust.; 2:30-2:35 *News*, Bristol-Myers (Bufferin); 2:35-3 *Game of the Day*, sust.

NBC 2-2:30 *Monitor**; 2:30-3 *The Catholic Hour*, sust.

3-4 p.m.

ABN 3-3:05 *Weekend News*, R. J. Reynolds, General Mills; 3:05-3:10 *Speaking of Sports*, sust.; 3:10-3:30 *Sammy Kaye Sunday Serenade*, sust.; 3:30-4 *Hour of Decision*, Billy Graham Evangelistic Assn.

CBS 3-3:05 *CBS News*, sust.; 3:05-4 *New York Philharmonic Symphony*, sust.

MBS 3-3:05 *News*, co-op; 3:05-3:30 *Game of the Day*, sust.; 3:30-3:35 *News*, Bristol-Myers (Bufferin); 3:35-4 *Game of the Day*, sust.

NBC 3-4 *Monitor**.

4-5 p.m.

ABN 4-4:30 *Old Fashioned Revival Hour*, Gospel Broadcasting Co.; 4:30-5 *Radio Bible Class*, Radio Bible Class.

CBS 4-4:30 *New York Philharmonic Symphony*, sust.; 4:30-4:35 *Ford Road Show*, Ford; 4:35-5 *Suspense*, Best Foods, Ex-Lax, Pfizer, Edsel, seg.

MBS 4-4:05 *News*, co-op; 4:05-4:30 (or conclusion) *Game of the Day, Scoreboard*, sust.; 4:30-4:35 *News*, Bristol-Myers (Bufferin); 4:35-5 *America's Top Tunes*, co-op.

NBC 4-5 *Monitor**.

5-6 p.m.

ABN 5-5:30 *Dr. Bob Pierce*, World Vision Inc.; 5:30-6 *Freedom Sings Concert*, sust.

CBS 5-5:05 *Robert Trout-News*, Chevrolet; 5:05-5:30 *Yours Truly, Johnny Dollar*, Edsel, Pfizer, Best Foods; 5:30-5:55 *Masters Golf Tournament*, sust.; 5:55-6 *Ford Road Show*, Ford.

MBS 5-5:05 *News*, co-op; 5:05-5:30 *America's Top Tunes*, co-op; 5:30-5:35 *Frankie Frisch*, Quaker State Oil Refining Corp., Bristol-Myers (Bufferin); 5:35-5:45 *America's Top Tunes*, co-op; 5:45-6 *News-Gabriel Heatter*, Hudson Vitamin Corp., Lee County Land & Title Corp., part.

NBC 5-6 *Monitor**.

SUNDAY EVENING

6-7 p.m.

ABN 6-6:15 *Monday Morning Headlines*, R. J. Reynolds, General Mills; 6:15-6:30 *Paul Harvey* News, Bankers Life & Casualty Co.; 6:30-6:45 *Quincy Howe*, sust.; 6:45-7 *George Sokolsky*, co-op.

CBS 6-6:05 *CBS News*, sust.; 6:05-6:30 *Indictment*, Edsel; 6:30-6:55 *Gunsmoke*, Edsel; 6:55-7 *Robert Trout-News*, Chevrolet.

MBS 6-6:05 *News*, co-op; 6:05-6:30 *Science is My Beat*, sust.; 6:30-6:35 *News*, National L. P. Gas Council, Bristol-Myers (Bufferin); 6:35-7 *Bill Stern's Sports Beat*, co-op.

NBC 6-6:15 *Monitor**; 6:15-6:30 *On the Line with Bob Considine*, Mutual of Omaha; 6:30-6:32:30 *Monitor;* 6:32:30-7 *Meet the Press*, sust.

7-8 p.m.

ABN 7-7:05 *Weekend News*, R. J. Reynolds, General Mills; 7:05-7:10 *Speaking of Sports*, sust.; 7:10-7:15 *White House Report*, sust.; 7:15-7:30 *Overseas Assignment*, sust.; 7:30-8 p.m. *Met Auditions of the Air*, sust.

CBS 7-7:30 *Jack Benny*, Home Insurance; 7:30-8 *Sez Who*, Edsel, Cowles, Chrysler, General Mills, Grove, Nestle.

MBS 7-7:30 *Wings of Healing*, Wings of Healing; 7:30-7:35 *News*, Bristol-Myers, Ex-Lax; 7:35-8 *America's Top Tunes*, co-op.

NBC 7-8 *Monitor**.

8-9 p.m.

ABN 8-8:05 *Weekend News*, R. J. Reynolds; 8:05-8:10 *Speaking of Sports*, sust.; 8:10-9 No network service.

CBS 8-8:05 *News-Walter Cronkite*, Hertz; 8:05-9 *Mitch Miller Show*, Grove, Johnson & Johnson, Nestle, Edsel.

MBS 8-8:30 *Hour of Decision*, Billy Graham Evangelistic Assn.; 8:30-8:35 *News*, sust.; 8:35-9 *America's Top Tunes*, co-op.

NBC 8-9 *Monitor**.

9-10 p.m.

ABN 9-9:05 *Weekend News*, R. J. Reynolds; 9:05-9:10 *Speaking of Sports*, sust.; 9:10-9:30 No network service; 9:30-9:35 *News*, R. J. Reynolds; 9:35-10 No network service.

CBS 9-9:05 *CBS News*, sust.; 9:05-9:30 *Country Music Show*, Philip Morris; 9:30-10 *Face the Nation*, sust.

MBS 9-9:05 *News*, co-op; 9:05-9:30 *Music Beyond the Stars*, co-op; 9:30-9:35 *Frankie Frisch*, Quaker State Oil Refining Corp., Bristol-Myers (Bufferin); 9:35-9:45 *Virgil Pinkley-News*, sust.; 9:45-10 *Dan Smoot Show*, co-op.

NBC 9-10 *Monitor**

10-11 p.m.

ABN 10-10:15 *Erwin Canham*, sust.; 10:15-10:30 No network service; 10:30-11 *Revival Time*, Assemblies of God.

CBS 10-10:05 *CBS News*, sust.; 10:05-10:15 *The World Tonight*, sust.; 10:15-10:30 *Sunday Sports Resume*, Nestle, Edsel, seg.; 10:30-11 *Church of the Air*, sust.

MBS 10-10:30 *Marian Theatre*, sust.; 10:30-10:35 *News-John T. Flynn*, America's Future, Bristol-Myers (Bufferin); 10:35-10:45 *News—John T. Flynn*, co-op; 10:45-11 *Music Beyond the Stars*, co-op.

NBC 10-10:30 *Hour of Decision*, Billy Graham Evangelistic Assn. (split network with *Monitor*); 10:30-11 *Youth Wants to Know*, sust.

11 p.m.-Midnight

ABN 11-11:05 *Weekend News*, R. J. Reynolds; 11:05-11:25 No network service; 11:25-11:30 *Late News*, sust.; 11:30-12 No network service.

CBS 11-11:10 *CBS News*, sust.; 11:10-11:30 *Chuck Foster Orchestra*, sust.; 11:30-12 *Andy Powell Orchestra*, sust.

MBS 11-11:05 *News*, co-op; 11:05-11:30 *Music Beyond the Stars*, sust.; 11:30-11:35 *News*, sust.; 11:35-12 *Music Beyond the Stars*, sust.

NBC 11-11:30 *Monitor**; 11:30-12 No network service.

Midnight-1 a.m.

ABN No network service.

CBS 12-12:05 *CBS News*, sust.; 12:05-1 No network service.

MBS 12-12:05 *News* co-op; 12:05-12:30 *The Barry Gray Show*, sust.; 12:30-12:35 *News*, sust.; 12:35-1 *The Barry Gray Show*, sust.

NBC No network service.

1-2 a.m.

ABN No network service.

CBS No network service.

MBS 1-1:05 *News*, co-op; 1:05-1:30 *Barry Gray Show*, sust.; 1:30-1:35; *News*, sust.; 1:35-2 *Barry Gray Show*, sust.

NBC No network service.

MONDAY-FRIDAY MORNING

8-9 a.m.

ABN 8-8:15 *News Around the World*, co-op; 8:15-9 No network service.

CBS 8-8:15 *CBS Radio World News Roundup*, Ford, co-op; 8:15-8:55 No network service; 8:55-9 *Ford Road Show*, Ford.

MBS 8-9 No network service.

NBC 8-9 No network service.

9-10 a.m.

ABN 9-10 *Breakfast Club*, part., Scholl, Campana Sales, General Foods, Magla Products, Thos. D. Richardson, Musselman, Philco, Pioneer Industries, Lewyt, American Cyanamid, Kretschmer, Bristol-Myers, Appian Way Pizza, Buitoni, Kitchen Art Food, Sandura, American Bird Food, KVP, Dumas, Milner Products, Fred Fear, Lever Bros.

CBS 9-9:15 *CBS Radio News of America*, co-op; 9:15-9:20 *Ford Road Show*, Ford; 9:20-10 No network service.

MBS 9-9:15 *Robert Hurleigh-News*, co-op; 9:15-9:30 *America's Top Tunes*, co-op; 9:30-9:35 *News*, Sleep-Eze (Tues); 9:35-10 *America's Top Tunes*, co-op.

NBC 9-9:15 *News*, part.; 9:15-10 No network service.

10-11 a.m.

ABN 10-10:55 No network service; 10:55-11 *Late News*, Plough.

CBS 10-11 *Arthur Godfrey Time*, American Home Foods, Armour, Bristol-Myers, Chun King, Ford, Frito, General Electric, General Foods, Hartz, Sara Lee, Lewis-Howe, Libby-McNeil-Libby, Mogen David, Niagara Therapy, Peter Paul, Pharma-Craft, Singer, Standard Brands, Curtis Publishing.

MBS 10-10:05 *News*, co-op; 10:05-10:30 *Kate Smith*, co-op, General Electric (Mon., Tues., Thurs., Fri.) part. Reader's Digest Book (Wed., Fri.,) part. Dumas Milner (Thurs., Fri.,) 10:30-10:35 *News*, Sleep-Eze (Tues.); 10:35-10:40 *Bill Stern*, Colgate-Palmolive; 10:40-10:45 *Boris Karloff Presents*, co-op; 10:45-10:50 *Gayelord Hauser*, co-op; 10:50-10:55 *Fred Robbins—Assignment Hollywood*, co-op; 10:55-11 *Maggi McNellis—Assignment Broadway*, co-op.

NBC 10-10:05 *News*, part; 10:05-10:30 *My True Story*, part.; 10:30-11 *Don Ameche's Real Life Stories*, part.

11 a.m.-Noon

ABN 11-11:55 No network service; 11:55-12, *Late News*, sust.

CBS 11-11:30 TBA; 11:30-11:45 No network service; 11:45-12 *Howard Miller*, Wrigley.

MBS 11-11:05 *News*, co-op; 11:05-11:30 *Kate Smith*, co-op, Reader's Digest Book (Wed., Thurs., Fri.) part., Dumas Milner (Thurs., Fri.); 11:30-11:35 *News*, Ex-Lax (Tues., Thurs.); 11:35-12 *Queen for a Day*, co-op.

NBC 11-11:05 *News*, part.; 11:05-12 *NBC Bandstand*, part.

MONDAY-FRIDAY AFTERNOON

Noon-1 p.m.

ABN 12-12:15 *Paul Harvey*, co-op; 12:15-12:20 *Sunshine Boys*, Sterling Drug; 12:20-12:55 No network service; 12:55-1 *Late News*, sust.

CBS 12-12:05 *Larry Lesueur-News*, Miles Labs; 12:05-12:30 *Backstage Wife*, Calgon, Bristol-Myers, Colgate-Palmolive, Mentholatum; 12:30-12:45 *Romance of Helen Trent*, Calgon, Bristol-Myers, Pharma-Craft; 12:45-1 *Our Gal Sunday*, Best Foods, Calgon, Mentholatum.

MBS 12-12:05 *News*, co-op; 12:05-12:15 *America's Top Tunes*, sust.; 12:15-12:30 *The Answer Man*, co-op, part. Hudson Vitamin (Tues., Wed., Thurs., Fri.); 12:30-12:35 *News*, Sleep-Eze (Tues., Thurs.); 12:35-1 No network service.

NBC 12-12:05 *News*, part.; 12:05-1 No network service.

1-2 p.m.

ABN 1-1:55 No network service; 1:55-2 *Late News*, Nylonet.

CBS 1-1:15 *This Is Nora Drake*, Best Foods, Pharma-Craft, Dumas Milner; 1:15-1:30 *Ma Perkins*, Best Foods, Bristol-Myers, Pharma-Craft, Staley, Dumas Milner; 1:30-1:45 *Young Dr. Malone*, Best Foods, Bristol-Myers, Pharma-Craft; 1:45-2 *The Road of Life*, Mentholatum.

MBS 1-1:15 *News-Cedric Foster*, co-op; 1:15-1:30 *Lots Of Music*, co-op; 1:30-1:35 *News-Gabriel Heatter*, Niagara Therapy Mfg. (Mon., Tues.) Hudson Vitamins (Wed., Fri.) Ex-Lax (Mon., Wed., Fri.); 1:35-1:50 *Lots Of Music*, co-op; 1:50-2 *Warmup*, sust.

NBC 1-1:05 *News*, part.; 1:05-2 No network service.

2-3 p.m.

ABN 2-2:55 No network service; 2:55-3 *Late News*, sust.

CBS 2-2:05 *Bill Downs-News*, Miles Labs; 2:05-2:15 *The Right to Happiness*, sust.; 2:15-2:30 *Second Mrs. Burton*, Best Foods, Colgate-Palmolive, Mentholatum, Dumas Milner; 2:30-2:45 *The Couple Next Door*, Mentholatum; 2:45-3 *Just Entertainment-Pat Buttram*, Wrigley.

MBS 2-2:30 *Game of the Day*, sust.; 2:30-2:35 *News*, sust.; 2:35-3 *Game of the Day*, cont.

NBC 2-2:05 *News*, part.; 2:05-2:30 *True Confessions*, part.; 2:30-2:45 *One Man's Family*, part.; 2:45-3 *The Affairs of Dr. Gentry*, part.

3-4 p.m.

ABN 3-3:55 No network service; 3:55-4 *Late News*, sust.

CBS 3-3:30 *Houseparty*, American Bird, California Prune, Carnation, Pharma-Craft; 3:30-4 *Ford Road Show*, Ford.

MBS 3-3:05 *News*, co-op; 3:05-3:30 *Game of the Day*, cont.; 3:30-3:35 *News*, sust.; 3:35-4 *Game of the Day*, cont.

NBC 3-3:05 *News*, part.; 3:05-3:30 *Five Star Matinee*, part.; 3:30-3:45 *Woman in My House*, part.; 3:45-4 *Pepper Young's Family*, part.

4-5 p.m.

ABN 4-4:55 No network service; 4:55-5 *Late News*, sust.

CBS 4-4:55 No network service; 4:55-5 *CBS News*, sust.

MBS 4-4:05 *News*, co-op; 4:05-4:30 (or conclusion) *Game of the Day*, cont., *Wrapup*, sust.; 4:30-4:35 *News*, sust.; 4:35-5 *America's Top Tunes*, co-op.

NBC 4-4:05 *News*, part.; 4:05-4:55 No network service; 4:55-5 *R. Harkness*, Ralston-Purina.

5-6 p.m.

ABN 5-5:55 No network service; 5:55-6 *Late News*, sust.

CBS 5-5:05 No network service; 5:05-5:30 *Ford Road Show*, Ford; 5:30-6 No network service; (Friday only) 5:30-5:45 *UN on the Record*, sust.

MBS 5-5:05 *News*, co-op; 5:05-5:30 *America's Top Tunes*, co-op; 5:30-5:35 *News*, Nylonet (Mon., Tues., Wed.) L & M (Thurs., Fri.) Ex-Lax (Mon., Wed., Fri.); 5:35-6 *America's Top Tunes*, co-op.

NBC 5-5:05 *News*, part.; 5:05-6 No network service.

MONDAY-FRIDAY EVENING

6-7 p.m.

ABN 6-6:15 No network service; 6:15-6:30 *Quincy Howe*, sust.; 6:30-6:40 *John Daly*, Chevrolet; 6:40-6:45 *Paul Harvey*, Midas, R. J. Reynolds; 6:45-6:50 *Late Sports*, sust.; 6:50-6:55 *Weather*, sust. 6:55-7 No network service.

CBS 6-7 No network service; (Friday only) 6-6:05 *Allan Jackson-News*, sust.; 6:05-6:30 *Ford Road Show*, Ford; 6:45-7 *Lowell Thomas*, Delco.

MBS 6-6:05 *News-Gabriel Heatter*, co-op; 6:05-6:30 *America's Top Tunes*, co-op; 6:30-6:35 *News*, Sleep-Eze, Winston (Mon., Tues., Wed., Fri.); 6:35-7 *America's Top Tunes*, co-op.

NBC 6-6:05 *News*, part; 6:05-6:45 No network service; 6:45-7 *Three Star Extra*, Sun Oil, co-op.

7-8 p.m.

ABN 7-7:15 *Edward P. Morgan*, AFL-CIO; 7:15-

7:55 No network service; 7:55-8 *Late News*, sust.

CBS 7-7:05 *Sports Time*, Barbasol, R. J. Reynolds; 7:05-7:30 *Amos 'n' Andy Music Hall*, Nestle, Best Foods, General Foods, General Mills, Johnson & Johnson, Kendall, National Selected; 7:30-7:35 *Business News-Walter Cronkite*, Hertz; 7:35-7:45 *Answer Please*, seg.; 7:45-8 *Edward R. Murrow-News*, Ford.

MBS 7-7:15 *Fulton Lewis Jr.*, co-op; 7:15-7:30 (Mon.-Wed.-Fri.) *America's Top Tunes*, co-op, (Tues.-Thurs.) *Assignment People*, sust.; 7:30-7:35 *News-Gabriel Heatter*, Hudson Vitamins (Mon.) Imdrin (Tues.) Pharmaceuticals Inc. (Wed.) Beltone (Thurs.) Spring Air (Fri.); 7:35-8 (Mon.) *Reporters Roundup*, co-op (Tues.) *The Army Hour*, sust. (Wed.) *Family Theatre*, sust. (Thur.) *By the People*, sust. (Fri.) *Lombardoland, U. S. A.*, sust.

NBC 7-7:15 *News*, part.; 7:15-7:30 *Alex Dreier*, co-op; 7:30-7:45 *News of the World*, part.; 7:45-8 *Life and the World*, part.

8-9 p.m.

ABN 8-8:25 No network service; 8:25-8:30 *Late News*, sust.; 8:30-8:55 no network service; 8:55-9 *Late News*, sust.

CBS 8-8:30 *Robert Q. Lewis*, Ex-Lax, Campana, Comstock, General Mills, Grove Labs, Lewis-Howe, Kendall, Dumas Milner, National Selected, Nestle, Nylonet, Plough; 8:30-8:35 *George Herman-News*, Aero-Mayflower; 8:35-9 *Rusty Draper*, seg.

MBS 8-8:05 *News*, co-op.; 8:05-8:30 (Mon.) *True Detective* (Tues.) *Squad Room* (Wed.) *Exploring Tomorrow* (Thurs.) *The Secrets of Scotland Yard* (Fri.), *Exploring Tomorrow*, part., Ex-Lax, L & M; 8:30-8:35 *News*, Sleep-Eze; 8:35-9 (Mon.) *Lives of Harry Lime* (Tues.) *Adventures of the Scarlet Pimpernel* (Wed.) *Horatio Hornblower* (Thurs.) *Lives of Harry Lime* (Fri.) *Horatio Hornblower*, co-op.

NBC 8-8:05 *News*, part.; 8:05-8:30 (Mon.) *You Bet Your Life*, part. (Tues.) *Nightline*, part. (Wed.) *People Are Funny*, part. (Thurs.) *Nightline*, part. (Fri.) *Nightline*, part. 9:30-9 (Mon.) 8:30-8:55 *Nightline*, part.; 8:55-9 *News*, part.; (Tues.-Thurs.) *Nightline*, part.; (Fri.) *Monitor*.*

9-10 p.m.

ABN 9-9:55 No network service; 9:55-10 *People in the News*, sust.

CBS 9-9:05 *Robert Trout-News*, Chevrolet; 9:05-9:25 *The World Tonight*, Ex-Lax, Nestle, Grove; 9:25-9:30 *News Analysis-Eric Sevareid*, Aero-Mayflower; 9:30-10 (Mon.) *Capital Cloakroom*, sust. (Tues.) *The Last Word*, sust. (Wed.) *The Leading Question*, sust. (Thurs.) *Stuart Foster Show*, sust. (Fri.) *Dance Orchestra*, sust.

MBS 9-9:05 *News*, co-op.; 9:05-9:15 *UN Radio Review*, sust.; 9:15-9:30 *Music Beyond the Stars*, co-op; 9:30-9:35 *Bill Stern-Sports News*, Sleep-Eze; 9:35-10 *Music Beyond the Stars*, co-op.

NBC 9-10 (Mon.) 9-9:30 *Bell Telephone Hour*, Bell System, 9:30-10 *Nightline*, part. (Tues.-Thurs.) *Nightline*, part. (Fri.) *Monitor**.

10-11 p.m.

ABN 10-10:05 *John W. Vandercook*, AFL-CIO; 10:05-10:55 No network service; 10:55-11 *Late News*, sust.

CBS 10-10:05 *CBS News*, sust.; 10:05-10:30 (Mon.) *Paul Neighbors Orchestra*, sust. (Tues.) *Dick Stabile Orchestra*, sust. (Wed.) *Dave Lewinter*, sust. (Thurs.) *Erroll Garner Trio*, sust. (Fri.) *Maynard Ferguson Orchestra*, sust.; 10:30-11 (Mon.) *Henry Jerome Orchestra*, sust. (Tues.) *Paul Neighbors Orchestra*, sust. (Wed., Thurs.) *Teddy Wilson Trio*, sust. (Fri.) *Sammy Kaye Orchestra*, sust.

MBS 10-10:05 *News*, co-op; 10:05-10:30 *Music Beyond the Stars*, co-op; 10:30-10:35 *News*, Sleep-Eze; 10:35-11 *Music Beyond The Stars*, co-op.

NBC 10-10:05 *News*, part. 10:05-10:30 (Mon.) *Classical Music for People Who Hate Classical Music*, sust. (Tues.) *Treasury of Music*, sust. (Wed.) *At the UN with Pauline Frederick*, sust. (Thurs.) *Family Living '57*, sust. (Fri.) *Boxing*, Gillette; 10:30-11 (Mon.-Thurs.) 10:30-10:45 *News of the World* (repeat) part. 10:45-11 *Life and the World* (repeat) part. (Fri.) 10:30-11 *Comment*, part.

11 p.m.-Midnight

ABN 11-11:55 No network service; 11:55-12 *Late News*, sust.

CBS 11-11:10 *CBS News*, sust.; 11:10-11:30 (Mon., Thurs.) *Eddie Layton Orchestra*, sust. (Tues.) *Chuck Foster Orchestra*, sust. (Wed.) *Erroll Garner Trio*, sust. (Fri.) *Jimmy Dorsey Orchestra*, sust.; 11:30-12 (Mon., Wed.) *Jimmy Dorsey Orchestra*, sust. (Tues., Thurs., Fri.) *Xavier Cugat Orchestra*, sust.

MBS 11-11:05 *News*, co-op, sust.; 11:05-11:30 *Long John Show*, co-op; 11:30-11:35 *News*, co-op, sust.; 11:35-12 *Long John Show*, sust.

NBC 11-11:05 *News*, part.; 11:05-12 No network service.

Midnight-1 a.m.

ABN 12-1 No network service.

CBS 12-12:05 *CBS News*, sust.; 12:05-1 No network service.

MBS 12-12:05 *News*, co-op, sust.; 12:05-12:30 *The Barry Gray Show*, sust.; 12:30-12:35 *News*, sust.; 12:35-1 *The Barry Gray Show*, sust.

NBC 12-1 No network service.

1-2 a.m.

ABN 1-2 No network service.

CBS No network service.

MBS 1-1:05 *News*, co-op, sust.; 1:05-1:30 *The Barry Gray Show*, sust.; 1:30-1:35 *News*, sust.; 1:35-2 *The Barry Gray Show*, sust.

NBC 1-2 No network service.

SATURDAY MORNING

8-9 a.m.

ABN 8-8:55 No network service; 8:55-9 *Weekend News*, R. J. Reynolds.

CBS 8-8:15 *CBS World News Roundup*, Ford, Edsel, co-op; 8:15-9 No network service.

MBS 8-9 No network service.

NBC No network service.

9-10 a.m.

ABN 9-9:55 *Johnny Pearson Show*, sust.; 9:55-10 *Weekend News*, R. J. Reynolds.

CBS 9-9:05 *Bill Downs-News*, Miles Labs; 9:05-9:15 *CBS Radio News of America, Larry Lesueur*, co-op; 9:15-9:30 *Man Around the House*, seg.; 9:30-9:45 *CBS Radio Farm News*, seg.; 9:45-10 *Garden Gate*, Hudson Vitamins, Edsel, seg.

MBS 9-9:05 *News*, co-op; 9:05-9:30 *America's Top Tunes*, co-op; 9:30-9:35 *News*, Winston; 9:35-10 *America's Top Tunes*, co-op.

NBC 9-9:05 *News*, sust.; 9:05-10 *Monitor**.

10-11 a.m.

ABN 10-10:55 *Johnny Pearson Show*, sust.; 10:55-11 *Weekend News*, R. J. Reynolds, General Mills.

CBS 10-10:05 *Allan Jackson-News*, Chevrolet; 10:05-10:55 *Galen Drake Show*, Best Foods, Clairol, General Mills, Kendall, National Selected Foods, Nestle, Edsel, seg.; 10:55-11 *Business News-Bill Downs*, Miles Labs.

MBS 10-10:05 *News*, co-op; 10:05-10:30 *America's Top Tunes*, co-op; 10:30-10:35 *News*, Winston; 10:35-11 *America's Top Tunes*, co-op.

NBC 10-11 *Monitor**.

11 a.m.-Noon

ABN 11-11:55 No network service; 11:55-12 *Weekend News*, R. J. Reynolds, General Mills.

CBS 11-11:05 *Allan Jackson-News*, Chevrolet; 11:05-11:55 *Robert Q. Lewis Show*, part.; 11:55-12 *Business News-Bill Downs*, Miles Labs.

MBS 11-11:05 *News*, co-op; 11:05-11:30 *America's Top Tunes*, co-op; 11:30-11:35 *News*, National L. P. Gas Council, Ex-Lax; 11:35-12 *The Lou Payne Show*, co-op.

NBC 11-12 *Monitor**.

SATURDAY AFTERNOON

Noon-1 p.m.

ABN 12-12:30 *Navy Hour*, sust.; 12:30-12:55 *American Farmer*, sust.; 12:55-1 *Weekend News*, R. J. Reynolds, General Mills.

CBS 12-12:05 *Allan Jackson-News*, Chevrolet; 12:05-12:30 *Amos 'n' Andy Music Hall*, Edsel, seg.; 12:30-12:55 *Gunsmoke*, Johnson & Johnson, Best Foods, Liggett & Myers, Miles Labs, seg.; 12:55-1 *Business News-Bill Downs*, Hertz.

MBS 12-12:05 *News*, co-op; 12:05-12:30 *Wheel of Chance*, co-op; 12:30-12:35 *Frankie Frisch*, Quaker State Oil Refining Corp., Winston; 12:35-1 *Wheel Of Chance*, sust.

NBC 12-12:25 *Farm & Home Hour*, Allis-Chalmers (limited network), sust.; 12:25-12:30 *Alex Dreier*, Morton Salt; 12:30-1 *Red Foley*, Dow Chemical.

1-2 p.m.

ABN 1-1:05 *Speaking of Sports*, sust.; 1:05-1:15 *Andy Reynolds Ranch Boys*, sust.; 1:15-1:30 *All League Clubhouse*, sust.; 1:30-1:55 *Shake the Maracas*, sust.; 1:55-2 *Weekend News*, R. J. Reynolds, General Mills.

CBS 1-1:05 *Allan Jackson-News*, Chevrolet; 1:05-1:30 *City Hospital*, Ex-Lax, Grove Labs, Nestle, Edsel, seg.; 1:30-1:45 *Adventures in Science*, sust.; 1:45-2 *Entertainment U.S.*, sust.

MBS 1-1:05 *News*, co-op; 1:05-1:15 No network service; 1:15-1:30 *Mary Margaret McBride*, sust.; 1:30-1:35 *News*, Bristol-Myers, Winston; 1:35-1:50 *America's Top Tunes*, sust.; 1:50-2 *Warmup*, Quaker State Oil Refining.

NBC 1-2 *Monitor** (also repeats of *Farm & Home*, 1-1:25; *Dreier*, 1:25-1:30; *Red Foley*, 1:30-2).

2-3 p.m.

ABN 2-3 *Metropolitan Opera*, Texas Co. (ends April; TBA).

CBS 2-2:05 *Allan Jackson-News*, Chevrolet; 2:05-2:30 *Vincent Lopez*, sust.; 2:30-3 *Paul Neighbors Orchestra*, sust.

MBS 2-2:05 *News*, co-op; 2-2:30 *Game of the Day*, Quaker State Oil Refining; 2:30-2:35 *News*, Bristol-Myers (Bufferin); 2:35-3 *Game of the Day*, cont.

NBC 2-3 *Monitor**.

3-4 p.m.

ABN 3-4 *Metropolitan Opera*, cont.

CBS 3-3:05 *Allan Jackson-News*, Chevrolet; 3:05-3:30 *Freddy Martin Orchestra*, sust.; 3:30-4 *Jan Gerber Orchestra*, sust.

MBS 3-3:05 *News*, co-op; 3:05-3:30 *Game of the Day*, cont.; 3:30-3:35 *News*, Bristol-Myers (Bufferin); 3:35-4 *Game of the Day*, cont.

NBC 3-4 *Monitor**.

4-5 p.m.

ABN 4-4:55 *Metropolitan Opera*, cont.; 4:55-5 *Weekend News*, R. J. Reynolds.

CBS 4-4:05 *Allan Jackson-News*, Chevrolet; 4:05-4:30 *Xavier Cugat Orchestra*, sust.; 4:30-5 *U. S. Army Show*, sust.

MBS 4-4:05 *News*, co-op; 4:05-4:30 (or conclusion) *Game of the Day*, cont.; 4:30-4:35 *News*, Bristol-Myers (Bufferin); 4:35-5 *America's Top Tunes*, co-op.

NBC 4-5 *Monitor**.

5-6 p.m.

ABN 5-5:30 No network service; 5:30-5:35 *Speaking of Sports*, sust.; 5:35-5:55 No network service; 5:55-6 *Weekend News*, R. J. Reynolds, General Mills.

CBS 5-5:05 *Ford Road Show*, Ford; 5:05-5:10 *CBS News*, sust.; 5:10-5:30 *String Serenade*, sust.; 5:30-5:55 *Make Way for Youth*, sust.; 5:55-6 *Ford Road Show*, Ford.

MBS 5-5:05 *News*, co-op; 5:05-5:30 *America's Top Tunes*, co-op; 5:30-5:35 *Frankie Frisch*, Quaker State Oil Refining, Bristol-Myers (Bufferin); 5:35-6 *Maggi's Magazine*, co-op.

NBC 5-6 *Monitor**.

SATURDAY EVENING

6-7 p.m.

ABN 6-6:30 No network service; 6:30-6:35 *Speaking of Sports*, sust.; 6:30-6:55 No network service; 6:55-7 *Weekend News*, R. J. Reynolds, General Mills.

CBS 6-6:05 *CBS News*, sust.; 6:05-6:30 *New Orleans Jazz Band Ball*, sust.; 6:30-6:55 *Saturday at the Chase*, sust.; 6:55-7 *Bill Downs-News*, Hertz.

MBS 6-6:05 *News*, co-op; 6:05-6:15 *America's Top Tunes*, co-op; 6:15-6:30 *Viewpoint*, sust.; 6:30-6:35 *News*, National L. P. Gas Council, Winston; 6:35-7 *Doorway To Travel*, co-op.

NBC 6-7 *Monitor**.

7-8 p.m.

ABN 7-7:05 No network service; 7:05-7:30 *At Ease*, sust.; 7:30-7:55 No network service; 7:55-8 *Weekend News*, R. J. Reynolds.

CBS 7:00-7:05 *Sports-Phil Rizzuto*, R. J. Reynolds; 7:05-8 *Cleveland Orchestra*, sust.

MBS 7-7:05 *News*, co-op; 7:05-7:30 *Hawaii Calls*, sust.; 7:30-8 *Word of Life Hour*, Word of Life.

NBC 7-8 *Monitor**.

8-9 p.m.

ABN 8-8:05 No network service; 8:05-8:30 *Vincent Lopez*, sust.; 8:30-8:55 *Lawrence Welk Army Show*, sust.; 8:55-9 *Weekend News*, R. J. Reynolds.

CBS 8:00-8:05 *Bill Downs-News*, Hertz; 8:05-8:30 *Saturday Night Country Style*, Edsel, seg.; 8:30-8:35 *Charles Von Fremd-News*, Aero Mayflower; 8:35-8:45 *Stuart Foster Show*, sust.; 8:45-9 *Saturday Sports Resume*, Edsel, Nestle, seg.

MBS 8-8:05 *News*, co-op; 8:05-8:30 *Bandstand, U.S.A.*, co-op; 8:30-8:35 *Frankie Frisch*, Quaker State Oil Refining; 8:35-9 *Bandstand, U.S.A.*, co-op.

NBC 8-9 *Monitor**.

9-10 p.m.

ABN 9-9:30 No network service; 9:30-9:35 *Speaking of Sports*, sust.; 9:35-9:55 No network service; 9:55-10 *Weekend News*, R. J. Reynolds.

CBS 9:00-9:05 *CBS News*, sust.; 9:05-9:25 *The World Tonight*, Nestle, Edsel, seg.; 9:25-9:30 *News Analysis-George Herman*, Aero Mayflower; 9:30-10 No network service.

MBS 9-9:05 *News*, co-op; 9:05-9:30 *Bandstand, U.S.A.*, co-op; 9:30-9:35 *Don Dumphy, Sports News*, Bristol-Myers (Bufferin); 9:35-10 *Bandstand U.S.A.*, sust.

NBC 9-9:30 *Monitor**; 9:30-10 *Grand Ole Opry*, R. J. Reynolds (limited network), sust.

10-11 p.m.

ABN 10-10:30 No network service; 10:30-10:35 *Speaking of Sports*, sust.; 10:35-10:55 No network service; 10:55-11 *Weekend News*, R. J. Reynolds.

CBS 10-10:05 *CBS News*, sust.; 10:05-10:30 *Henry Jerome Orchestra*, sust.; 10:30-11 *Sammy Kaye Orchestra*, sust.

MBS 10-10:05 *News*, co-op; 10:05-10:30 *Music Beyond the Stars*, co-op; 10:30-10:35 *News*, Bristol-Myers (Bufferin); 10:35-11 *Music Beyond the Stars*, co-op.

NBC 10-11 *Monitor**.

11 p.m.-Midnight

ABN 11-11:55 No network service; 11:55-12 *Weekend News*, sust.

CBS 11-11:10 *CBS News*, sust.; 11:10-11:30 *Xavier Cugat Orchestra*, sust.; 11:30-12 *Dave Lewinter Orchestra*, sust.

MBS 11-11:05 *News*, co-op; 11:05-11:30 *Music Beyond the Stars*, co-op; 11:30-11:35 *News*, National L. P. Gas Council; 11:35-12 *Music Beyond the Stars*, co-op.

NBC 11-11:30 *Monitor**; 11:30-12 No network service.

Midnight-1 a.m.

ABN No network service.

CBS 12-12:05 *CBS News*, sust.; 12:05-1 No network service.

MBS 12-12:05 *News*, co-op; 12:05-12:30 *Barry Gray Show*, sust.; 12:30-12:35 *News*, sust.; 12:35-1 *Barry Gray Show*, sust.

NBC No network service.

1-2 a.m.

ABN No network service.

CBS No network service.

MBS 1-1:05 *News*, sust.; 1:05-1:30 *Barry Gray Show*, sust.; 1:30-1:35 *News*, sust.; 1:35-2 *Barry Gray Show*, sust.

NBC No network service.

*** Various participating sponsors are scheduled on *Monitor*; *Monitor* on-the-hour news is sponsored 11 a.m.-9 p.m. Sunday; all other on-the-hour Sunday news periods are sustaining.**

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

William T. Faricy, chairman of the board and chief executive officer of Assn. of American Railroads, retired March 31 after more than 42 years of railroad service.

Wesby R. Parker, marketing executive, elected president of Dr. Pepper Co.

Elliott W. Plowe, account group head on Hit Parade cigarettes, BBDO, N. Y., elected vice president.

Howard C. Shank, copy supervisor, and **Norton J. Wolf,** copy group head, appointed vice presidents, Benton & Bowles, N. Y.

Robert S. Marker, account executive, MacManus, John & Adams, Bloomfield Hills, Mich., to vice president. Mr. Walker is supervisor on General Motors Corp. account for NBC-TV's *Wide Wide World.*

Alfred Goldman, copy chief, Reach McClinton & Co., N. Y., elected vice president and copy director and member of board. Mr. Goldman joined agency last July after having served as copy chief at Cohen & Aleshire, N. Y.

George W. Crabtree, formerly general manager, container division, appointed vice president, container division, Campbell Soup Co.; **Edwin J. Foltz,** formerly director, personnel administration, appointed vice president, personnel, and **E. Marshall Nuckols Jr.,** formerly secretary, now vice president and secretary.

Ross Randolph Milhiser, assistant director of marketing, Philip Morris Inc., N. Y., elected vice president in addition to present duties.

Martin Solow, previously vice president and account supervisor of Wilbur & Ciagio, appointed executive vice president of Wexton Adv., N. Y.

George W. Craigie, account executive, **Christopher P. Lynch,** media group supervisor, and **Albert J. Petcavage,** media group supervisor, have been appointed assistant vice presidents at Ted Bates & Co., N. Y. Mr. Craigie has been with agency for past three years, Mr. Lynch since 1950 and Mr. Petcavage returned in 1956 after being with McCann-Erickson.

Peter M. Scutter, Lever Bros. product manager, and **William E. Torpey,** General Electric Co., have both joined BBDO, N. Y., as account supervisor and account executive, respectively.

Robert P. Leonhard, formerly account executive at McCann-Erickson, Detroit, to Leo Burnett Co., in similar capacity on Chrysler Corp. account in agency's new Detroit offices in Buhl Bldg.

David Jenkins, copywriter on Edsel (Ford) account at Foote, Cone & Belding, Detroit, appointed account executive in charge of sales promotion and collateral materials for agency.

Robert David, formerly account director with McCann-Erickson, N. Y., to Erwin Wasey, Ruthrauff & Ryan, that city, as account executive on Consolidated Cigar Sales Co.

Walter S. Driskill, vice president in charge of marketing for Jacob Ruppert Co., N. Y., has been elected director.

Sylvin Z. Perry promoted from promotion staff to advertising and planning director at Filon Plastics Corp., El Segundo, Calif. He will coordinate advertising, marketing research, technical sales and sales promotion, and public relations.

Ralph A. Borzi, account executive, Griswold-Eshleman Co., Cleveland, Ohio, named director of film, tv and radio production, succeeding **Richard C. Woodruff,** who was named advertising account executive.

John E. McArdle, formerly in sales promotion at Curtiss Candy Co., appointed merchandising manager at Foote, Cone & Belding, Chicago.

P. G. Williams Jr., formerly account supervisor at N. W. Ayer & Son, Philadelphia, to Wesley Aves & Assoc. Inc., Grand Rapids, Mich., as marketing manager.

John Cobb, formerly with Norman, Craig & Kummel, N. Y., to John W. Shaw Adv., Chicago, account staff.

Jack Hill, formerly in media research for Benton & Bowles, N. Y., to N. W. Ayer & Son, Philadelphia, in similar capacity.

Julian K. Billings, creative director, Bozell & Jacobs, named Omaha's "Advertising Man of the Year" by local advertising club.

Harold Loomis Morgan Jr., 51, budget director at McCann-Erickson, N. Y., died March 24 of carbon monoxide poisoning.

FILM

◄ **William L. Troyer** named resident vice president, national division, Alexander Film Co., Colorado Springs, and will headquarter in Seattle. He will represent company in Pacific Northwest.

Irving Feld, national sales director, Guild Films, has been appointed general sales manager.

Al D. Snead, sales representative, Alexander Film Co., promoted to district sales manager for states of Texas and Oklahoma, with headquarters in Houston.

Howard M. Lawrence, previously business manager, Loucks & Norling Studios, N. Y., elected vice president.

John J. Hefferman, account executive, NBC-TV Film Sales, to Terrytoons, division of CBS-TV Film Sales, as sales manager.

Albert Ward, tv account executive with BBDO, N. Y., has joined Television Programs of America in newly created post of eastern program director. Mr. Ward will develop new shows; work with clients and advertising agencies in developing new formats, and coordinating production activities with sales department.

Gerald S. Corwin, account executive in Minneapolis office of National Telefilm Assoc., promoted to manager of that office, succeeding **Don Swartz,** recently appointed general manager of KMGM-TV Minneapolis (owned by NTA).

Phil Cowan, formerly head of his own public relations firm in N. Y. and earlier with Screen Gems as director of public relations, appointed director of exploitation for National Telefilm Assoc., N. Y.

Jack Bauer, casting director for Universal-International, to Walt Disney Productions in similar capacity for both theatrical and tv films.

William L. McGee, president and general manager, Ferrostaal Pacific Corp. (international manufacturers representative), has resigned to join Interstate Tv Corp., tv subsidiary of Allied Artists Corp., as western division manager in S. F.

Ted Swift, formerly midwest salesman for Screen Gems, to account executive with Associated Artists Productions' midwestern division.

George Cannata, formerly with Ray Patin Productions, Hollywood, to Robert Lawrence Productions, N. Y., as storyman and creative designer.

NETWORKS

David Broekman, 55, composer and conductor who has worked for past three years on musical scores for NBC-TV's *Wide Wide World,"* died following heart attack in his home in N. Y. March 25.

STATIONS

Fred Gardella, program director, WBNC Conway, N. H., promoted to general manager.

Dale Robertson, general manager, WIPS Ticonderoga, N. Y., has retired. His duties will be assumed by his wife, **Ruth Robertson,** who has been active in radio with him since 1952. Mr. Robertson will remain with station in public relations capacity and as consultant.

Jerry Critchfield, sales manager, KUTY Palmdale, Calif., promoted to general manager. **Gordon Benson** named program director.

Clark Whitman, sales manager, WSMI Litchfield, to WDZ Decatur, both Illinois, as commercial manager.

Clarence Jackson named commercial manager of WJOT Lake City, S. C. Other appointments include **Hap Palmer** to director of sports; **Joseph Grimsley,** director of program development; **Mary Godwin,** director of women's program development, and **Van**

Williams named director of sales-merchandising.

Earl W. Welde, veteran broadcast executive, named administrative assistant to general manager of WSUN-AM-TV St. Petersburg, Fla.

Donald N. Finger, junior accountant, WGR-TV Buffalo, N. Y., promoted to chief accountant.

Don Hughes, formerly with KAKC and KRMG, both Tulsa, named news director of Public Radio Corp. (KAKC and KIOA Des Moines, Iowa). **John Orloff,** operations director, KABC-TV Los Angeles, promoted to staff director.

Don Mathewson, news director, WTUX Wilmington, Del., promoted to program director. He also will continue as news director.

Thomas J. Foy Jr., production supervisor at WGN Chicago, appointed director of news division of WGN-AM-TV that city. He replaces **Holland Engle,** who held duties on temporary basis and is reassigned to reportorial activities.

Ann M. Corrick, network newscaster-producer in Washington, to assistant bureau chief, Westinghouse Broadcasting Co.'s Washington news bureau.

Dean Moxley, formerly with KYA San Francisco, to KGO that city as director of client service.

Ray Morgan, sports director, WWDC Washington, to WTTG (TV) that city in similar capacity.

Roy Ross, musical director of WNEW New York, to WMGM that city in similar capacity.

Doris Boyd, named to handle promotion activities for WIBG Philadelphia.

Charles W. MacKenzie, formerly sales supervisor for Curtis Pub. Co., joins WKMH Dearborn, Mich., as sales representative.

Al Mackay, formerly sales service manager of KGO San Francisco, to station's sales staff as account executive.

Fred Beaton, formerly in guest relations dept. of CBS, joins KWKW Pasadena, Calif., sales staff.

Jack A. Fritzlen, formerly office manager of Lahr Adv., to WFBM Indianapolis sales staff.

Bob Bartusch, account executive, WLOK Memphis, promoted to assistant manager. **Robert Doherty,** formerly with KYOK Houston, moves to sister-station WLOK sales staff.

Gene Dillehay, KWTV (TV) Oklahoma City, Okla., named chief announcer.

Peter Potter, d. j., KLAC Los Angeles, resigns, effective April 14.

Richard C. Martin, announcer, KTUK-TV Phoenix, joins KFSD-TV San Diego in similar capacity.

Rick Mertz, formerly with KVAS Astoria, to KOIN Portland, both Oregon, announcing staff.

Gary Rogers joins KBTV (TV) Denver as announcer.

Al Stevens, Baltimore d.j., to WAYE that city in similar capacity and as member of sales staff.

Richard Haskitt, staff announcer at KUTE (FM) Glendale, Calif., since his graduation from UCLA last June, has left station for active duty at Fort Ord, Calif.

Robert J. Bodden, general manager of WSWW Platteville, Wis., elected president of local Community Chest for coming year.

REPRESENTATIVES

George Bingham, manager of Walker-Rawalt Co. Boston office, to vice president in charge of that office.

Fred Adair Jr., S. F. manager, appointed west coast manager at Headley-Reed Co. **Art Astor** named L. A. manager, succeeding **Clark Barnes.**

John Murphy, Branham Co.'s Chicago office, promoted to manager in that city. **Robert Hanrahan,** account executive with CBS-TV New York, joins Branham's S. F. office.

Kenneth H. Goldblatt, formerly sales manager for Forjoe & Co., N. Y., apointed to tv sales staff of Headley-Reed Co., N. Y.

Paul Wilson, with Adam Young Inc. for 13 years, to Richard O'Connell Inc., N. Y., sales staff.

MANUFACTURING

◄**Merle W. Kremer,** general manager of Sylvania Electric Products, parts division, elected vice president and general manager of parts division. He has been with Sylvania in his previous capacity since January 1957.

Gerald L. Moran, general manager of chemical and metallurgical division of Sylvania since November 1957, named vice president and general manager of that division. ►

Kay Bidwell, merchandising director, WIBG Philadelphia, installed as member of Assn. of Manufacturers Representatives. She is reportedly first woman member of organization.

Robert W. Burtness appointed manager of engineering and research at Stewart-Warner Electronics, division of Stewart-Warner Corp.

Leon Seldin, manufacturing manager of Federal Instruments (IT&T), returns to Allen B. DuMont Labs where he had been engineering section head, now becoming assistant sales manager, Instrument Div. at DuMont.

Robert J. Stone, formerly with public relations department of Ford Motor Co., N. Y., appointed public relations manager of Federal Electric Corp., Paramus, N. J., division of IT&T.

David Sarnoff, RCA board chairman, has been elected trustee of Emanu-El Congregation, N. Y.

PROFESSIONAL SERVICES

Hilliard A. Schendorf, radio-tv writer and editor with Associated Press for 17 years, has resigned to join APS Assoc., N. Y. (radio-tv public relations), as partner.

Frank Corwin, formerly director of public information for Boys' Clubs of America, has joined Thomas P. Swift Assoc. (public relations & publicity), N. Y., as account executive.

PROGRAM SERVICES

Jerald T. Manter named manager of United Press Hartford (Conn.) Bureau, and **William D. Clark** named Connecticut news manager of UP.

Norton Pearl, with United Press since 1953, to west coast as sales representative of commercial photography division with headquarters in S. F.

TRADE ASSNS.

George Silber, president of Rek-O-Kut Co., Long Island City, was elected chairman of board of directors, Institute of High Fidelity Manufacturers, N. Y., succeeding **Avery Fisher,** president of Fisher Radio Corp., N. Y. Mr. Fisher continues to serve as director of institute.

Joseph Katz of Joseph Katz Co., Baltimore, elected chairman of Chesapeake Council of American Assn. of Advertising Agencies. Other appointments: **Helen Ver Standig** of M. Belmont Ver Standig, Washington, to vice chairman of AAAA; **Frank L. Blumberg** of Newhoff-Blumberg Adv., Baltimore, to secretary-treasurer. ►

Robert Levenstein, who has handled visual aids in Television Bureau of Advertising's production department since last October, promoted to research assistant. **Michael Wiener,** with TVB in various assignments for two years, succeeds Mr. Levenstein.

INTERNATIONAL

Lew Roskin, retail sales manager of CHED Edmonton, Alta., to general sales manager, and **Allan Slaight,** news director, to national sales manager.

Reg Carne, formerly of CJKL Kirkland Lake, to sales manager of CHEX Peterborough, both Ontario. **Jim Gibson** named sales manager of CHEX-TV.

Max Jackson named sports director of CKWS-AM-TV Kingston, succeeding **Pete Handley,** who joins CFCH North Bay, both Ontario, in similar capacity. **Chuck Davis,** announcer of CJKL Kirkland Lake, to CKWS in similar capacity.

Programmed exclusively for the

GRAY FLANNEL SUIT SET

with hooks.

If you sell to the masses, appeal to the masses!

There's the *News Hook* — We have NBC hourly news programs with local features; ski reports, road conditions, etc.

There's the *Cultural Hook* — We have classical music programs, discussion programs, public information programs, etc.

There's the *Religious Hook* — We have a wide variety of religious programs reaching all faiths.

There's the *Rock and Roll Hook* — We have the Lucky Lager Dance Time.

There's the *Block Buster Hook* — We have Bob Hope, Groucho Marx, Gildersleeve, Monitor, Nightime, etc.

There's the *Popular Music Hook* — We have the Quality Controlled Music library.

There's the *Public Service Hook* — We have medical discussion reports, Public School activities, Local and State Police and Government reports, etc.

There's the *Personal Service Hook* — We have plenty of time signals, road, ski and weather reports.

NBC **KDYL** Radio Utah

Salt Lake City, Ogden
and Provo,
America's 35th Market

Apply to your Katz representative for hooks.

MONDAY MEMO

from **VICTOR SEYDEL,** *vice president, director of radio-tv, Anderson & Cairns*

Don't queer your long-range chances by abusing today's radio prosperity

No one in our business needs to be told that radio is enjoying excellent health and I cannot think of anyone who is not overjoyed to see radio once again take its rightful place as a dynamic and competitive advertising medium.

There are many things that have contributed to radio's present healthy condition. A few of them are:

Realization on the part of station and network management that "all is not lost" because of television.

New programming concepts that are geared to the living and listening habits of the people.

Realistic pricing.

Aggressive, and perhaps more important, creative selling.

For all of these things which lead to success and give us, as media users, more working tools, I say "Hoorah!" However, I would like to inject a note of caution, for which I may be called "stuffy." I feel privileged to speak because I have never lost faith in the medium of radio (and proved it with our clients' radio buys) even in its most trying and desperate times.

What I am about to say does not apply to the great majority of stations and their representatives. It does, however, apply to a few. It is simply that by attitude and inference some stations and their representatives today are saying: "We're real fat—we've never had it so good. If you want to do business with us, Buster, get in line!"

Granted, a lot of media people and their clients have gone hog-wild wanting to buy only early morning or early evening during the traffic hours, and near or in news, weather and sports. On many stations, for this type of a buy, one does have to stand in line. And if this be the situation of a particular station, this is the time for the station to bend over backwards rather than play Big Wheel.

My work often takes me on the road in behalf of our clients. In contacts around the country I have found that the vast majority of stations have an attitude of willingness to aid as much as possible in seeing that a client's campaign produces results. However, there are a few examples on the negative side, like these:

Not too long ago, by appointment and with a schedule firmed up, I visited an important radio station in a large midwestern city. My client was in the soft goods field. The station manager's opening remarks to me were as follows: "I wish you had a drug or a food product; we could do a swell merchandising job for you, but we do not have any contacts in the department store and specialty store field."

SWAMPED BY THE FLOOD

Another station in the Northeast had agreed to do a simple but important kind of local merchandising. All it involved was a personal call to be made on five local retailers. The object of the call was to inform the retailer of the schedule that our client had purchased and further explain to the retailer what this would mean in audience and impact for his benefit. Therefore, the station was to urge him to tie-in with point of purchase material. Upon arriving for my meeting with the station manager, one week after the start of the campaign, he apologized for not having followed through on the five merchandising calls because there was so much business on the station and orders were coming in faster than he could take care of them and he had to spend all of his time figuring how he could get the commercials in so as not to lose business.

This same complacent attitude was brought into sharp focus recently when a radio representative called and said, "Hey! I see in the trade press you're planning a radio schedule in a couple of my markets. How much dough are you going to spend?"

Isolated instances such as the above would not concern me relative to the industry's general health except that they, and a half-dozen others in the last six months, occurred in connection with major stations in major markets.

I sincerely believe that the signs are unhealthy. Therefore, I would like to remind a very small but important group that they have forgotten how tough it was in radio just a few short years ago.

All of us who are concerned with the strategy of planning and buying welcome creative selling and are appreciative of the problems involved when a station is overloaded and orders are waiting in line, but an attitude of smugness and, in some cases, downright cockiness will not make for a healthy radio economy in the overall media battle.

If the pendulum swings back, fellows, you'll have no one to blame but yourselves.

Victor Seydel, b. March 9, 1913, Grand Rapids, Mich. Graduate, Hill School, Pottstown, Pa.; enrolled U. of Michigan but decided on show business career instead. 1929-33: Chicago and points east as vaudevillian and "act doctor" for old Radio-Keith-Orpheum circuit. From 1933-40 was with Jerome H. Cargill producing organization working on Junior League shows; in 1940 joined Blue Network (now ABN) as producer. In 1943 joined Walker & Downing as radio director and manager of N.Y. office. In 1949 moved to Anderson, Davis & Platte (now Anderson & Cairns), N. Y., as radio-tv head. Became v.p. in 1954, board member in 1956.

Forcing the Pay-Tv Issue

IF the opponents of subscription television think they have won their case, they have foolishly underestimated the tenacity of Eugene F. McDonald.

Mr. McDonald, president of Zenith Radio Corp. and foremost advocate of subscription television, was only invigorated by the blow he received when the House Commerce Committee stopped the FCC from approving toll tv tests early in February. After pausing to change tactics, Mr. McDonald has re-entered the subscription television fight with a vengeance.

We are in possession of a letter he has written to newspaper editors and publishers [CLOSED CIRCUIT, March 31]. In essence, the letter warns the newspapermen that television threatens the position of newspapers as the dominant editorial force in the U. S. Further, the letter charges, television's editorial power is in the dictatorial control of two men, the heads of CBS-TV and NBC-TV, because they have an economic stranglehold on their affiliates.

"This network monopoly," the letter reads, "is, in fact, a threat to freedom of speech—of vital interest to every printed publication."

Mr. McDonald's letter is plainly intended to enlist newspapers on his side in the subscription television fight by the device of scaring them into believing that their own welfare is at stake.

It is a device which shows signs of working.

Congressmen are inserting in the *Congressional Record* newspaper editorials supporting subscription tv.

Congressmen are also speaking about alleged abuses of television's editorial power.

On this subject, the Congressmen are simply borrowing the ideas of Eugene McDonald. In other parts of his letter to newspapermen, Mr. McDonald charges that it was an abuse of editorial power for television stations to oppose subscription tv.

Television has been put into editorial competition with newspapers by the clever prodding of Mr. McDonald. It must face the challenge of that competition or yield the field, without struggle, to the medium which has exclusively occupied it for so long.

The issue of subscription television has now been inextricably associated with the issue of freedom of speech or, to be more specific, freedom of the air.

Telecasters must fight for their position on both issues. To surrender on one is to invite certain defeat on the other.

Is television to become an editorial force? It can be if individual broadcasters make it so. It won't be if individual broadcasters refuse to carry the serious responsibilities which editorializing imposes on the editorialists.

It is scandalously untrue, of course, to say that two men control television in America. But that charge, however false, will be given currency if the hundreds of broadcasters in control of individual stations fail to assert their individuality through vigorous editorial programs on many subjects—including subscription tv.

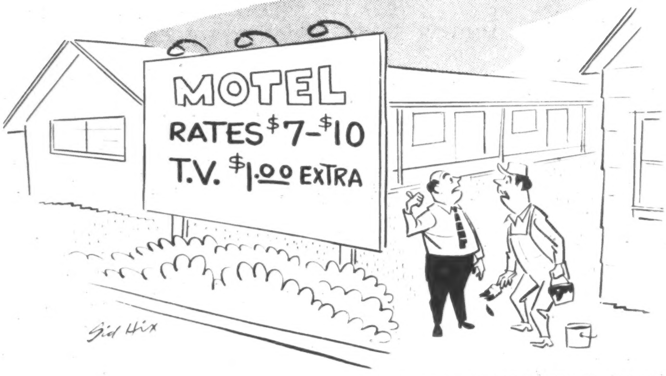
Affiliate Responsibility Too

IT took talk of the possible demise of the American Broadcasting Network to awaken both government and industry to the realization that radio networks are indispensable in our way of life.

Since the coming of age of television, network radio has been in trouble. There must have been times when all of the networks wondered whether it could ever come back. Some old-line radio affiliates went independent, where money could be made.

But NBC and CBS stuck to their guns and the majority of their affiliates took painful cuts in compensation and stuck along with them. Now these networks are doing better. They may not reach the pre-tv peaks any time soon, but there is new optimism and new acceptance from national advertisers.

NBC President Robert W. Sarnoff, in one of his periodic letters to radio-tv editors 10 days ago, gave network radio the strongest shot of adrenalin it has had in some time. Thanks to the zeal of its new radio management and the team-work of affiliates who wouldn't quit, NBC Radio is on the road back, and affiliate compensation has quadrupled over what it was two years ago.



Drawn for BROADCASTING by Sid Hix

"Better change my sign. I hear pay tv isn't popular with the American public."

ABN has cut back its programming to reduce its losses. It is searching for the formula that will enable it to retain nationwide interconnected service. MBS, sold last year as a network, minus owned-and-operated stations, and recently reorganized a second time, is seeking the formula that will enable it to remain afloat.

Whether there will be four networks or three or two, only time will tell. But it is clear that NBC and CBS, with unflagging faith in the future and in the necessity of maintaining radio service, will continue to put all steam possible behind their operations.

Emerging, too, from the current discussion is the realization that network radio is a two-way street. There can be no network without affiliates in key markets providing the circulation that the advertiser is willing to buy. This has been one of the serious roadblocks in the path of ABN's successful operation.

Affiliate responsibility therefore is equal in importance to network responsibility. Networks have had difficulty in retaining affiliates in major markets and in several instances have been forced to buy stations to get essential clearances. NBC, Mr. Sarnoff said, put the question of clearances to its affiliates bluntly: if they wanted to maintain the NBC Radio network service, they would have to carry more programs in network option time. Clearance of network programs has since increased an average of 15%, he reported, and national advertisers have found the network an increasingly valuable buy.

The discussion provoked by the ABN plight elicited not only the strongly optimistic Sarnoff statement but also a speech by Sen. Schoeppel (R-Kans.) in the Senate urging ABC to "continue its radio network's role as a vital link in the chain of man's knowledge and understanding."

And there was yet another development that may have been stimulated by the radio network discussion. The FCC, in considering license renewals of radio stations in Atlanta, withheld regular licenses to eight stations for purported program imbalance. That means they had little or practically no public service programming (i. e., educational, agricultural, religious). Two major network affiliates and one independent in Atlanta did receive renewals.

Network schedules include full-scale news reporting, public service sustainers and other program resources unavailable to the average independent, although there are notable exceptions.

There are serious, even sinister implications in the network radio picture. The government could not condone a condition whereby network radio service might be sharply curtailed. Nationwide radio service is too fundamental to our national welfare in a world torn with discord. There would be moves toward subsidy to retain adequate service, and that would lead inevitably to limitation of profits or something tantamount to public utility control. That broadcasters do not want at any price, for with it would go the freedom of broadcasting.

HUNTINGTON CHARLESTON

is the

32nd*

TV MARKET

and only

WSAZ-TV

COVERS IT . . . and

You Get HIGHEST RATINGS at LOWEST COST

	Share of Audience**	Quarter Hour Win**	CPM Home Nighttime***
WSAZ-TV	63.5	430	1.12
STATION B	24.4	24	2.50
STATION C	14.2	4	3.33

*SOURCE: SRDS MARKET DATA July 1, '57 (Population)

**SOURCE: COMPUTED FROM ARB. Nov. 1957

***7:30-10:30 P.M. BASED ON 260 TIME FREQUENCY

WSAZ-TV

CHANNEL 3

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
C. TOM GARTEN, Commercial Manager
Represented by The Katz Agency